

A Century Of Community

How State Theatre of Easton Scales a Mission-Driven Membership Program with **accesso ShoWare**

Client Overview

Celebrating its 100th anniversary in 2026, the State Theatre Center for the Arts in Easton has been a cultural cornerstone of the Lehigh Valley for a century. Their mission is to provide a stage where communities can come together to celebrate and explore the arts, bringing people of all ages and backgrounds together through diverse, high-quality programming.

Committed to inclusivity, innovation, and responsible stewardship, the theatre serves as both a performance space and a community hub. As it enters its second century, the State Theatre continues to honor its historic legacy while evolving to meet the cultural needs of future generations.





The Opportunity

Scaling personalization without losing what makes it personal

Since its inception, the State Theatre of Easton has served as a cultural cornerstone for its community. That longevity is powered not just by programming, but by the people. In fact, **70% of priority members say they join to support the theatre's mission**, not for other gains like donor recognition or presale access.

With approximately 1,000 renewing members each year, the question became "How do we grow and sustain a high-touch, mission-driven membership program without losing the personal connection that makes it successful?"

To ensure this position, the theatre wanted to:

-  Maintain strong renewal rates across a large, rolling membership base
-  Identify and convert high-value patrons into members
-  Deliver personalized, in-the-moment experiences for VIPs and donors
-  Scale operations without increasing administrative burden

The Solution

Using **accesso ShoWare** enables the State Theatre team to combine automation, data, and real-time visibility, allowing them to scale operations while preserving meaningful human connection.

Automated Renewal Triggers

ShoWare's built-in notification tools automate membership renewal outreach, sending preset reminders in advance of lapse times. This replaces a manual, list-based process and ensures no member falls through the cracks.

These gains are especially impactful at lower membership tiers, where one-to-one outreach isn't feasible but retention remains critical.

Data-Driven Membership Growth

Using **ShoWare's** Patron Value Report, the team identifies high-potential members based on real engagement data using attendance and spend filters to draw insights and power targeted campaigns focused on the audiences most likely to convert.

Real-Time VIP Recognition

ShoWare's Venue Manager provides real time scan visibility into who is attending each performance and where they're seated, creating stronger relationships with key supporters and increasing donor satisfaction.

Using the live seat map, staff can track arriving guests as seats change from red to green during ticket scanning, allowing for memorable, in-person engagement.

The Results

A scalable formula for membership success

By combining mission-driven engagement with the right technology, the State Theatre has built a membership program that is both stable and scalable.

~1,000 active members sustained year-round on rolling renewals

98% average member retention and acquisition rate year over year

10 hours a month in manual renewal processes saved through triggered automation for our general membership program (approx. 900 members)

More targeted acquisition using patron engagement data

Enhanced VIP experiences through real-time visibility and in-venue touchpoints

70% of priority members remain mission-driven, reinforcing long-term loyalty.

A True Partnership

At the State Theatre, membership helps connect patrons to the theatre's mission.

Real Results

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10 hours

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of priority members remain mission-driven, reinforcing long-term loyalty

“*The theatre's membership program is an opportunity for those who believe in the power of live performance to support their local arts nonprofit while enjoying year-round perks. ShoWare helps the theatre support its membership program by providing some of the necessary tools to access and use its data.*”

Selena Lavonier,
VP Development

Ready to partner with us?
Email: sales@accesso.com or learn more [at accesso.com](https://www.accesso.com)

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