



PurplePass

professional ticketing for professional people

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About Care Resource

Care Resource is the oldest and largest resource for HIV and AIDS services in South Florida. Over its 30 years of existence, Care Resource has become a full-service Federally Qualified Health Care center that provides medical care, and supports individuals in the HIV/AIDS community with mental health and substance abuse issues. In addition to lending support to those with HIV and AIDS, Care Resource targets the LGBT community, providing these same services to individuals who are lesbian, gay, bi-sexual or transgendered. As a result of its efforts, Care Resource was awarded the Healthcare Equality Index's LGBT Leader in Healthcare Equality in 2013. At present time, Care Resource has four locations in South Florida and continues to expand.

The Challenges

Care Resource relies on fundraisers to help finance the continued efforts of the organization. One of the biggest annual fundraising events is White Party Week, a series of events coordinated by Care Resource with the support of independent organizations and promoters. The events takes place in Miami during the last week of November each year, aligning with Thanksgiving break at many colleges and universities.

The fact that each event was run independent of Care Resource - as well as independent of the other organizations in the area - posed several challenges for Care Resource. Each event had to be handled on an individual basis when it came to ticket sales, accounting and event tracking. This also became problematic in the sense that it was time consuming to divide up revenues among the different entities involved in White Party Week. An individual who bought a pass to attend all White Party Week events would actually be giving his or her money to a variety of groups, which came in contrast with those who only bought passes for individual events.

In addition to the dilution of revenue, there were many different ticket and pass packages available. In the summer months, Care Resource would begin to sell tickets and passes online but had no way to fulfill these orders without a staffed welcome center at the Host Hotel, opened the day prior to the week of the events.

The agency needed to order tickets for each event and design and order passes for each of their pass categories. Orders were printed out, matched with tickets and/or passes well in advance of the opening of the Welcome Center - which was costly and cumbersome and created an extra step for those needing to receive their online purchases.

Additionally, the amount of time spent by Care Resource employees fielding customer service requests at this distribution point, as well as during the weeks leading up to Miami White Week, prevented Care Resource from fulfilling its primary mission of providing care to those in need.

The Solutions

Care Resource was able to leverage the features of the Purplepass platform to address each of these challenges related to White Party Week. The first solution implemented by Care Resource was the addition of ticket widgets on its website. Ticket widgets allowed Care Resource to create separate pages for each of the individual events during the week. This gave attendees more information about each event, as well as enabling them to make their purchases directly through the website without having to be sent to a 3rd party website.

In addition to the ticket widgets, Care Resource took advantage of the shopping cart functionality of the ticket widgets to streamline the buying experience. As individuals browsed through the various events available during Miami White Week, they could add each event in which they were interested into a shopping cart. When they were done browsing the schedule, they could check all of their events out at one time, only having to submit payment once. This also enabled Care Resource to track the level of interest in all of their activities.

Those who purchased passes to White Party Week events received waterproof wristbands that would be scanned at the entrance to these specific events. Each wristband had its own unique barcode. This helped people on both sides of the equation. For attendees, it meant they needed only their one wristband to get into the events for which they purchased admission. For Care Resource, it meant much fewer headaches about individuals gaining unauthorized access to White Party events. With the barcode system in place, anyone who tried to get into an event without purchasing a ticket would not be allowed inside.

The implementation of barcoded wristbands and print at home tickets also helped tremendously from an administration standpoint. No longer did Care Resource need to operate and staff a Welcome Center to distribute orders. Instead, those who bought tickets had the ability to print at home, receive by mail or in the case of pass purchases, received their wristbands by mail. The barcodes also helped those who

lost their wristbands during the week. Since everything was tracked, all Care Resource had to do was void out the lost wristband and issue a new one.

The ability to sell tickets through the box office interface and track attendance via the barcode system was a major benefit for Care Resource and the independent event organizers. Finally, each organization could get an accurate head count of how many people attended each event. This meant that they could truly understand how much they contributed to White Party Week and Care Resource. The tracking system also made sure that accounting and payouts were handled accurately and easily, with no guesswork involved.

In order to streamline customer service, Purplepass handled inquiries related to ticket sales and events during the online sale and the build-up to the on-sale date. Purplepass also provided customer support during the events. This enabled Care Resource to focus on overseeing the events while providing its usual standard of health care and services for the community.



"From our promoter's ease of access to shared events, to ease of admittance for our guests, we are pleased to have made a correct choice and look forward to continue working with Purplepass again this year."

Steve Beko
Care Resource, Inc.