



Your All-in-One Toolkit for
Every Show, Class, and
Campaign

The Ludus Feature Guide

Other platforms make you choose between power and simplicity. Ludus doesn't. We give you everything—ticketing, marketing, fundraising, volunteers, and more—in one place, with one password, and a real support team that actually shows up. No contracts. No tiers. No bots. Just people who know your name, and tools built to help you thrive.

Ticketing



**Sell tickets online or
in person without the
headaches.**

Reserved or general
admission seating

Print-at-home, mobile wallet,
or will call

Season passes, flex passes,
and discount codes

Patron self-transfers and
waitlists

Fully brandable experience
with your colors and logo

Great for performances,
concerts, and school dances

Use it for

your entire performance
season, dance recitals, choir
concerts, fundraisers, galas,
and school events

Ticketing (Cont.)

Ludus has been a game changer for my theatre program! Our ticket sales almost doubled in one year! Ludus is so user-friendly, and all of the Ludus representatives were super helpful and friendly!

—Kristen S., Gaither HS Theatre Director

Ludus has helped me sell even more tickets to our events by making it easier for patrons to purchase tickets online. Our community has thanked us for switching.

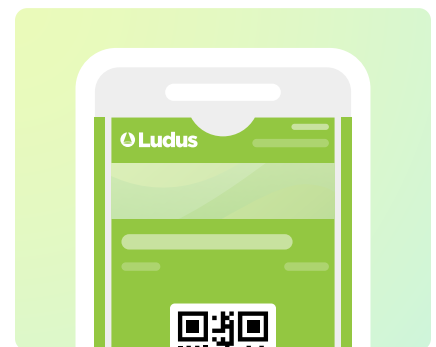
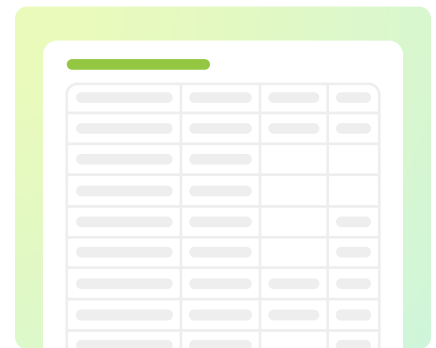
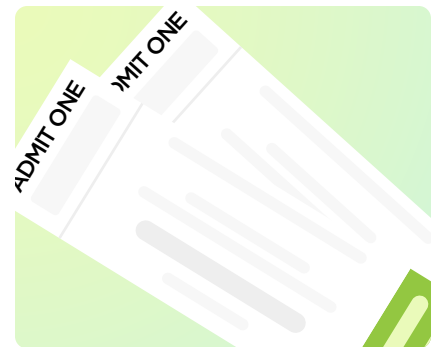
—Nicole M., Mesquite ISD

Over the past few years, Ludus has played a crucial role in ensuring that our dance recitals run smoothly, and their commitment to providing a seamless ticketing experience for our audiences has been exceptional.

—Adrianne A., Arena's Dance Company

Ludus has positively impacted our ticket sales for our high school theatre productions. Ludus allowed us to start selling tickets much earlier and we are almost SOLD OUT before the show has even begun.

—Leah P., Twin Lakes Senior High School



Marketing



Craft and send polished,
targeted emails from one
simple dashboard.

Drag-and-drop form builder
with custom questions

Schedule messages before
and after events

Filter audiences by ticket
history or tags

Track opens, clicks, and
automations in real time

Automated messages,
newsletter templates, and
built-in blog posting tools

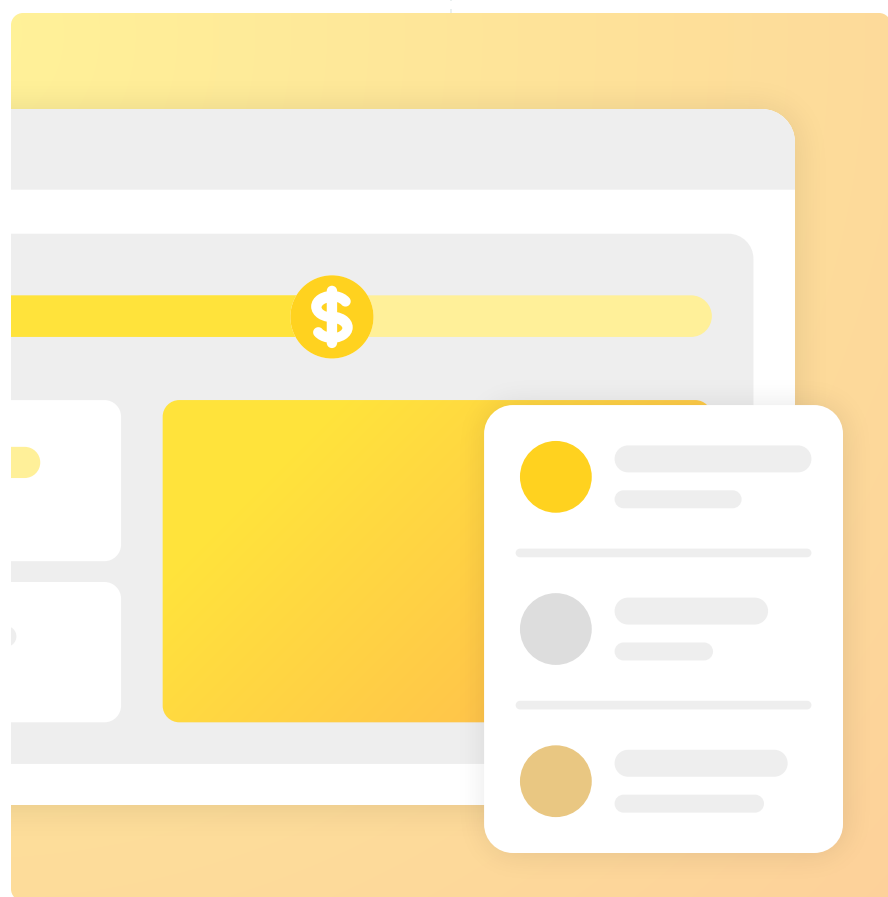
Use it for

announcing shows,
promoting fundraisers,
sending automated
thank-yous, or publishing
blog-style updates

We sent out an email reminder the night before our
show and we sold 40 last-minute tickets. That wouldn't
have happened last year.

—Mary B., BHHS

Fundraising



Ludus makes donating
simple for patrons and
powerful for you.

Donation prompts during
checkout or via public links

Custom donor levels,
recurring gifts, and
corporate matching

Goal bars, deadlines, and
campaign pages

Real-time tracking, SYBUNT
and LYBUNT reporting, and
exportable summaries

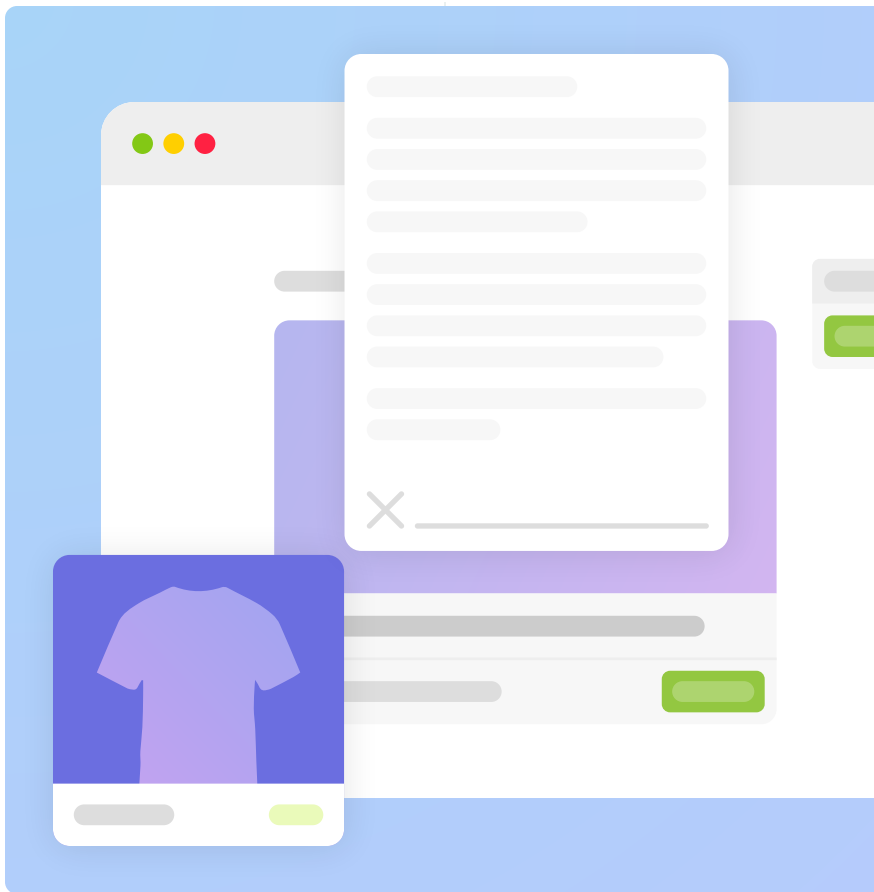
Use it for

year-end appeals, donor
drives, matching campaigns,
and alumni outreach

With Ludus, The Boise Bard Players have gone from
struggling to track patrons and donations to a
seamless, professional system.

—Boise Bard Players

Collections & Registration



- Drag-and-drop form builder with custom questions
- Accept file uploads, permission slips, waivers, and photos
- Set limits, deadlines, access codes, and discounts
- Accept credit card, cash, or check (your choice per form)
- Instant spreadsheet export
- Add-ons for t-shirt pre-orders, candygrams, flowers, and more

Use it for

class registrations, student fees, trip deposits, program ads, dues, lockers, rentals, and more.

Registration using Collections has gone so smoothly, and we love the ability to fully brand and make it look and work exactly like we need it. This is a major upgrade from other programs we have used. Looking forward to another year with Ludus!

—Jono D., GTC



Organize your people. Log every hour. Never lose a signup.

Volunteer Management



Post roles and shifts with custom sign-up forms

Assign teams or committees

Auto-log Thespian, NHS, or community service hours

Export rosters and shift data in seconds

Say goodbye to juggling Google Sheets and SignUpGenius links

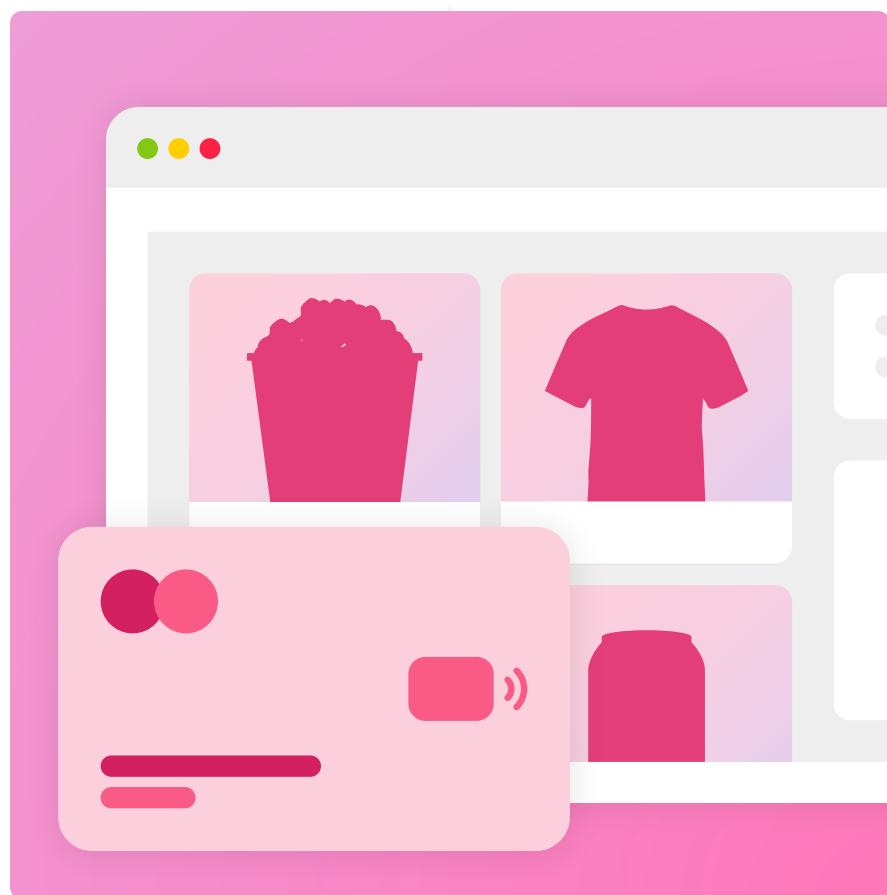
Use it for

ushers, strike crew, costume help, concessions, parent groups, and event staffing.

I was juggling a clipboard, a Google Form, and text reminders. Ludus replaced all of it with less stress and zero 'no-shows'.

—Judy D., HPS Boosters

Retail (Concessions & Merchandise)



Process sales via phone or tablet

Track inventory by item, category, or group

Collect credit card, cash, or check

Assign sales to specific groups for easy fundraising splits

Use it for

concessions, merch tables, spirit wear, and fundraisers.



Every donor. Every ticket.
One click away.

Patron CRM



Real-time patron profiles with donation and ticket history

Add tags, notes, mailing list preferences, and contact info

Filter by actions, giving, or interests

Exportable reports for grants, thank-you mailings, or strategic planning

Use it for

board reports, donor follow-up, segmenting your audience, and engaging your superfans.

Ludus has been a huge blessing to our school. I can generate the exact report I need in seconds. It used to take me hours.

—Hannah S., BCCSPA

Memberships



Early access, discounted tickets, waived fees, and more

Set custom member levels and expiration dates

Automate renewal notices

View who's using perks and who needs a nudge

Use it for

season subscribers, alumni clubs, donor tiers, or faculty/staff benefits.

We offered member perks for the first time this year, as part of our booster membership, and it was a huge hit! So many people saying they will auto renew because they loved the value and that they were helping our group!

—Hannah S., BCCSPA

Classes



Create one-time or
recurring class series

Collect payments, forms,
and signatures

Set max class sizes and
waitlists

Export rosters, student info
sheets, and attendance logs

Use it for

dance intensives, theatre
camps, private lessons,
enrichment classes, and
weekend workshops.

We used the classes feature for our Backstage Experience and filled it in 24 hours thanks to Ludus. We also collected shirt sizes, allergies, photo permission, and more. The roster made for a great resource for our student teachers as well.

—Hannah S., BCCSPA



Simplify event ticketing and
delight patrons.

Why Ludus is the Best Choice

Other platforms make you choose between power and simplicity. Ludus doesn't. We give you everything—ticketing, marketing, fundraising, volunteers, and more—in one place, with one password, and a real support team that actually shows up. No contracts. No tiers. No bots. Just people who know your name, and tools built to help you thrive.

We switched to Ludus mid-run, and I'll never go back. The support, speed, and ease of use changed everything for us.

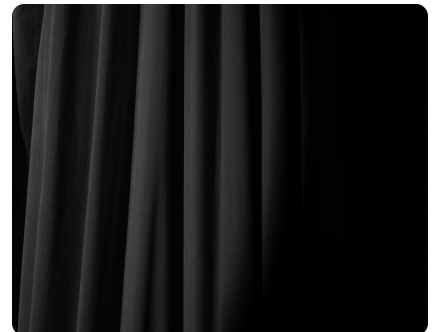
—Barbara B., Woodland Hills DPA

On many occasions they have gone above and beyond to help us upload digital programs, resize cover art, and answer last-minute setup questions. Their customer service is the very best we have worked with.

—Marie B., Avalon School of the Arts

So much has exceeded our expectations! The first thing that reeled us in was how low the fees were compared to other ticket platforms. Since starting with Ludus, we've been impressed again and again with the customer service and willingness to implement new ideas. It's wonderful to feel like we're working with a platform that wants to collaborate with us to develop the products theatre companies like us need!

—The Boise Bard Players



How Ludus Compares

Feature

Ludus

Others

Live support 7 days a week



✗ or limited

No contracts or tiered pricing



Custom branding throughout



✗ or partial

Built-in marketing and fundraising



✗ or requires integrations

Volunteer management



Classes, collections, and forms



All features, one login



✗ requires multiple platforms

Continual feature updates



✗ or slow rollout

The bottom line?

Whether you're running a school program, a community theatre, or a full performing arts center, Ludus scales with your needs and grows with your vision. Every tool. Every show. Every step. We're in it with you!

Ready to make the switch?

Let us show you how easy it can be.

Scan the QR code to request our video demo series or talk to our team.

Prefer email? Reach us directly at **marketing@ludus.com**

Already using another platform?
We'll help you switch without the stress.

