Membership Must-Knows for Public Media Leaders

Thursday, January 21, 2016

#PMWIL
Presented by Becky Chinn
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Moderated by Deanna Mackey
President & Executive Director, PTMMG
PMWIL Co-Founder
People are our power
Rules of the road for membership

Great fundraising causes tension
Change is constant
Details matter
Fundraising never stops

And always... it depends...
The three pillars of success

- Strategy
- Execution
- Brand/Passion/Imagination

$$$
Philosophy

What we’re doing:
- Providing opportunity
- Connecting
- Inspiring
- Closing the deal

What we want:
- Net revenue
- Balance
- Integration

What it takes:
- Resources
And a little more philosophy…

- Charitable giving is personal
- Donor behavior is habit-driven
- It’s never about you, it’s always about the donor
- It’s not about what you like – it’s about what works
  - *But there is a happy medium*....

“Everything that needs to be said has already been said. But since no one was listening, everything must be said again.”

-- Andre Gide
Dear Friend of Public Television,

KCTS 9 wants your support on one of the most important community assets this area has — and here’s why...

KCTS 9 is a locally owned media outlet, and we are your source for trusted and beloved PBS programming. Your support for KCTS 9 rewards you with programs that entertain, inform, and give voice to our community, connecting the Pacific Northwest and its neighbors and bringing you a wider world.

So you see, joining KCTS 9 is a simple act that can profoundly impact your life and that keeps public television vital and strong for the Pacific Northwest.

The grassroots nature of public broadcasting is what keeps us alive and what makes us different from any other media outlet on your dial. When our funding is challenged, we rely on citizens like you to demonstrate the power of public broadcasting.

Still, the most important reason to give — and the most tangible benefit of your support — is the quality programming that we bring to you and your family. Please join me and the others in our area who are proud to call local, independent television their own. Your membership ensures that commercial-free, high-quality programming will continue to be available for years to come.

This is why I am reaching out to invite you to join our success and our mission. Take this moment to become a member of KCTS 9 and share the pride of membership in your local public television station.

Yours in partnership,

Rob Dunlap
President, CEO and KCTS 9 Member

PS. Join today, support great programming, and save $15 right now with our $36 special discount offer — or choose whatever amount is right for you. Every new member receives START of KCTS 9, our informative, monthly member magazine with program listings and highlights. Thank you so very much.

KCTS 9 is your local source of PBS programming.

Membership Requested: $30

Thank you for selecting and sending this portion with your payment in the enclosed envelope.

Member Number: 200000000
STATUS SPECIAL OFFER -$15 SAVINGS!
Level Selected:
- $25 Individual
- $65 Sponsor Family
- $75 Family
- $625 Patron Circle

PAYMENT METHOD
- Check enclosed and made payable to KCTS 9
- VISA
- MasterCard
- Discover
- Other $

KCTS 9 MEMBERSHIP STATUS
Name
Address
City state zip
Dial 07-09

Thank you for supporting KCTS 9

Member Center
800-023-0237
KCTSP.org

Card #
Expiration Date
Signature
Email
Focus on Net Revenue

SHORT-TERM AND LONG-TERM
Send more mail

- Add campaigns
- Add drops or efforts
- Maximize renewals
Additional gift campaign example

**Drop 1**
- 10,000 letters
- .40 cents each
- 4% response
- Average gift $80
- **COST:** $4,000
- **REVENUE:** $32,000

**Drop 2**
- 3,000 letters
- .40 cents each
- 2% response
- Average gift $80
- **COST:** $1,200
- **REVENUE:** $4,800
How do you know if it’s good?
### STYLE
- Personal and conversational
- Tells a story
- Not about “we” and “us” always about “you” and “yours”
- Never “we need”
- Tell, don’t ask – questions only rarely
- Emotional – talks to the heart
- Rational – proves the case
- Accentuates the positive – tells what their money will do

### TECHNIQUE
- Is direct – not “if” but “when”
- Has a hook
- Urgent “now”
- Defines a specific need
- Asks often
- Asks for a specific amount
- Offers tangible benefits
- Closes the sale

### DESIGN
- Clean and economical
- Short paragraphs
- Simple sentences
- Strong use of bold and underline
- Simple envelopes and teasers
- No four-color design
- Readable type – 12 point or larger
- Personal, important look
- One signer only
Dear KXYZ supporter,

You turn to KXYZ because you’re passionate about the world around you... because you care about what’s happening right here in our community... and because you want your journey to be filled with the kind of fascination, wonder and creativity that only KXYZ can deliver.

**KXYZ is a rare and marvelous idea – the kind of television that can change lives.**

It’s a part of you that you relish and need. And it would not be possible without the generosity of people who live here.

Today, as we near the end of 2013, I ask you to consider how much you count on KXYZ to support you on your journey through life. Consider how KXYZ is there for you—
all day—every day—without fail.

**Please don’t let this year turn into the next before you’ve made your special contribution to assure the resources to do even more in 2014 and beyond.**

- With KXYZ, we look back to understand who we are today with American Experience, Antiques Roadshow, and History Detectives.
- We look up, down, and all around to connect with the wonders of our world with NOVA and Nature.
- And we fearlessly explore the challenges that face us today as we move forward with the PBS NewsHour, Frontline and Washington Week.

**KXYZ is truly an extraordinary place—essential to the way you live your life.**

As a supporting member, you’ve already made a statement that you want KXYZ to continue to exist. Today I ask you to take the opportunity to be a greater part of this truly valuable place that serves you and thousands of people all across our region.

Make your difference with an important year-end gift now. Thank you!

Sincerely,

name
President and CEO

PS. Please give as generously as you can without delay. Your special year-end gift today is what allows KXYZ to thrive and continue to deliver programs you need and appreciate. Thank you.
Get more upgrades

What we see: __$50 __$75 __$100 __$250 __$365 __$500 __$750 __$1,000 __$other

Customize to the donor

YES! I want to support media that can do more.

Here’s my additional gift of:

☐ $25  ☐ $50  ☐ $75  ☐ $___________

John Q Sampleperson
1234 Main Street
Suite 000
Anywhere, NY 00000

MY GIFT IS BY:
☐ Check enclosed (payable to KXYZ)
☐ Charge my:
  ☐ MasterCard  ☐ Discover
  ☐ Visa  ☐ American Express

Card No.
Exp. Date  Tel.

e-mail: XXXXXXX XXXXXXXXXX

101 Main Street
Anytown, USA 00000
800.123.4567  kxyz.org
KEY TIP:

Always find a partner for acquisition mail – don’t go it alone.
Send more e-mail

- With your direct mail
- With your on-air drives
- With your renewals
- Special campaigns

**Special Rule:** *Give more than you take... plus the three-second rule*
**NATIONAL e-benchmarks**

- *Average open rate*: 14%
- Newsletter click rates: 1.0%
- Fundraising click rates: 0.48%
- Unsubscribe rates: 0.2%
- Annual list growth: 11%

*News & Fundraising*
Call your donors

- Encourage renewals
- Bring back former members
- Boost additional gift campaigns
- Thank and connect

**TIP:** Telemarketing is highly effective for sustainers
On-air fundraising is not a cash register

- Overreliance on on-air fundraising takes the program out of balance
- It is not free

**FOCUS ON:**

- Acquiring new donors
- Bringing back former donors
- Transitioning supporters to monthly sustained giving
- Building relationships... sharing vision... expanding brand and personality
On-air quick take: Must do’s

- Follow the tone of the programming
- Speak to the listener/viewer (one person at a time)
- “You” not “us” or “we”... focus on their needs, not ours
- Stay positive
- Aspirations, not guilt
- Short messages and quick tosses
- Stay focused – one deep message rather than skimming the surface of many
- Cite specific examples
- Lean on what you know. Believe what you say.
- Be yourself... your most energetic self
- Repeat... repeat... repeat... they are not paying as much attention as we are
Your leadership role

- Be visible
- You must pitch
- Be willing to take weak pitchers off the air or provide additional training
- Inspire and lead the message
Be strong. Be inspiring. Be compelling.

- Focus on what matters to the donor
- Plan it before you say it
- Put your best material in the hands of your pitchers
- Keep breaks tight and focused
- Deliver a consistent message across the drive
- Keep it interesting

REMEMBER:
Nobody starts out as a great pitcher.

It takes learning, training, practice, and attention.
Dig deeper

It’s bigger than:
We bring you election coverage you can count on.

It’s more like:
Our election coverage helps you navigate our complex world amidst the clutter of voices so you can make decisions that are right for yourself and your community.
Dig deeper

It’s more enthusiastic than:
Your support delivers access to music and the arts every day of the year.

It’s more like:
Your support of music and the arts allows you and everyone in our community to experience the joy, passion and beauty that inspires our everyday world.
Ask for it

- Tell them what to do now
- Be clear, specific and direct
- Say it often
- Create a sense of urgency
- “Close the sale”
What we hear / see

- Will you consider giving today?
- We’d love for you to get involved.
- We need you to do something important today.
- Why haven’t you joined in yet?
- Won’t you help us reach this goal?
What we want to see / hear

- Stand behind KXYZ. Contribute now!
- Make your difference. Make a gift today!
- Take responsibility for KXYZ. Make your gift!
- Be powerful. Be remarkable. Give now!
- The difference is you. Don’t delay. Give now!
- Be a part of it today. Contribute now!
Planning is vital

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<td>Thanks*</td>
<td>EFT Convert Upgrade</td>
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Integration raises more money

- On-air drives
- E-mail
- Direct mail
- Phone calls
Never stop thanking your supporters
Monitoring and tracking matters

- Number of donors
- Gross revenue
- Net revenue
- Percent participation (% of core audience)
- Average gift amount
- Donor retention
- Average cost per gift (by technique)
- Return on expense (ROI) for each activity
Budget based on reality

Results from the past 9 – 12 months
  • Base projections in reality

Response percentage for each initiative

Average gift for each initiative

Cost per piece, per premium
Beware of the cracks

- Sustainer processing and payment recapture
- Online form abandonment – complexity
- Complicated offers
- Not enough appeals
- Poor communication, acknowledgement, cultivation
- Leaving money on the table
  - Not asking for upgrades
  - Not customizing appeals to the donor
  - Not honoring donor requests
Your Leadership Role

TARGETED BIG IDEAS
January 6, 2016

Dear,

The first week of the new year has been an eventful one, as we've all been following the armed occupation at the Malheur National Wildlife refuge in Harney County, Oregon. Thanks to your support, OPB is well positioned to cover the big stories regardless of where and when they occur.

Because we have a news bureau in central Oregon, OPB was on the scene right away. OPB continues to report stories on the radio and share news through Facebook and Twitter accounts (if you don't follow us, now would be a good time to do so!).

While serving our region is our primary focus, OPB reporters have also shared reports with All Things Considered, Weekend Edition, The Takeaway, the PBS NewsHour, the BBC and MSNBC.

Reporting on what’s happening now is only part of our effort — the OPB team has focused even more on stories that provide depth and context. "Explainers" on topics such as the legal underpinnings of grazing on public lands have been read by hundreds of thousands of people in the region and all over the world. It's the kind of coverage that you expect from OPB — thoughtful, intelligent, well considered, timely, but also accurate.
Dear WAMU supporter,

Because so much of the national conversation begins right here in this dynamic city, WAMU takes seriously our responsibility to serve as one of the country’s flagship public radio services – not just reporting on the news, but changing the conversation and the way people think about our community and the world. Every day we ask the tough questions, challenge common assumptions, and bring fresh voices to light.

Your generous financial support is the cornerstone of all that WAMU is and does for the people of the Washington D.C. region and the nation. For all you have done, I am grateful.

As we look ahead to another year of 24/7 news and cultural coverage, please take a moment to revisit a handful of the notable moments we experienced together over the past year and share in our vision for what is to come.

As you review the progress and impact you helped make possible, I ask you to consider making an additional contribution to ensure that smart investigative reporting and vibrant cultural offerings continue to reach people near and far through WAMU.

2015 IN REVIEW: INVESTIGATIVE POWER

Through groundbreaking investigations, WAMU continues to bring vital knowledge to our community, hold people in power to account, and be a catalyst for change. In 2015, in-depth stories
THANK YOU!

QUESTIONS?
ADDITIONAL RESOURCES

Resources Library, Upcoming Events, Training/Webinars and much more

PBS Development - http://mypbs.org/
Click on Development icon to access membership tools and information

CDP - http://cdpcommunity.org/
Click on Station Resources for access to fundraising checklists, calculators and more

Station Management Center - https://stationmanagementcenter.org/
Click on Data & Analysis ➔ Data Homepage ➔ Development to access wealth of membership-related data

Greater Public Membership Consultants
Becky Chinn bchinn@greaterpublic.org or bchinn@lkafundraising.com
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Stay Connected!

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Facebook: Public Media Women in Leadership

(All Women in Public Media Welcome!)