Aggregate scores by category:

- Other nonprofits: 59%
- Public TV: 50%
- Public radio: 45%

Even the biggest stations score below other nonprofits:

Score by station budget size:

- MEGA ($10 million+): 56%
- LARGE ($5-$9.9 million): 48%
- MEDIUM ($1-$4.9 million): 39%
- SMALL (< $1 million): 38%
Three things to do today

1. Add a Clear Call to Action at the top of your donation page

2. Identify if your donation form is mobile friendly or mobile responsive

3. Make sure you’re using your confirmation page in an intentional way. Map out your cultivation and email post donation
Community

Check out other station’s/organization’s donation forms. And sign up for newsletters!

Top Performers in the study

New York Public Radio
Hawaii Public Radio
KPCC
Minnesota Public Radio
WBEZ Chicago
Reboot the Suit: Bring Back Neil Armstrong’s Spacesuit

KICKSTARTER

A community of backers around the world came together to help the Smithsonian conserve, digitize, and display Neil Armstrong's and Alan Shepard's spacesuits.

Donate Now

Created by

Smithsonian Institution

9,477 backers pledged $719,779 to help bring this project to life.

Last updated April 23, 2021
Sign up to participate! It’s totally free and amazing at www.mrbenchmarks.com.

M+R is looking for nonprofit partners to participate in the 2022 Benchmarks Study.

Your online fundraising, advocacy, and marketing data will help create an astonishingly useful look at nonprofit online strategy and performance.

(We'll keep your data completely confidential, of course.)

Sign up for the 2022 study
7 public media stations participated, range of sizes

### Change in online revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>32%</td>
</tr>
<tr>
<td>Cultural</td>
<td>22%</td>
</tr>
<tr>
<td>Disaster/International Aid</td>
<td>29%</td>
</tr>
<tr>
<td>Environmental</td>
<td>21%</td>
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<tr>
<td>Health</td>
<td>38%</td>
</tr>
<tr>
<td>Hunger/Poverty</td>
<td>173%</td>
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<tr>
<td>Public Media</td>
<td>21%</td>
</tr>
<tr>
<td>Rights</td>
<td>34%</td>
</tr>
<tr>
<td>Wildlife/Animal Welfare</td>
<td>56%</td>
</tr>
<tr>
<td>Large</td>
<td>38%</td>
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<tr>
<td>Medium</td>
<td>29%</td>
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<tr>
<td>Small</td>
<td>30%</td>
</tr>
</tbody>
</table>
### Membership & fundraising message rates (among groups who send membership messages)

<table>
<thead>
<tr>
<th></th>
<th>Open Rate</th>
<th>Click-through Rate</th>
<th>Page Completion Rate</th>
<th>Response Rate</th>
<th>Unsubscribe Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>23% (3%)</td>
<td>2.6% (3%)</td>
<td>22% (18%)</td>
<td>0.13% (33%)</td>
<td>0.13% (0%)</td>
</tr>
<tr>
<td>Fundraising</td>
<td>19% (0%)</td>
<td>1.7% (-1%)</td>
<td>11% (100%)</td>
<td>0.07% (110%)</td>
<td>0.17% (-11%)</td>
</tr>
</tbody>
</table>
Share of online revenue from email

- All
- Cultural
- Disaster/International Aid
- Environmental
- Health
- Hunger/Poverty
- Public Media
- Rights
- Wildlife/Animal Welfare
- Large
- Medium
- Small

2019
2020
Revenue Levers at WBEZ

- Acquire New Members
- Improve Retention Rate
- Increase Donor Giving Value
3 Tips to Strengthen Your Digital Fundraising Program:

1. **Have an always-on strategy**

   **Multi-channel & Dedicated Campaigns**
   - Calendar Year End (CYE)
   - Email - New Member Acquisition
   - Digital Campaigns (as needed)

   **Ongoing Campaigns**
   - Email – eRenewals & HiFi Decline
   - Email - Sustainer Conversion
   - Email - EFT Conversion
   - Email - Prospect Welcome Series

   **Member Engagement**
   - Email - New Member Series
   - Email - Post-Donation Series
   - Email - Donation Confirmations

   **Additional Campaigns**
   - Pledge
   - World Press Freedom
   - End of Fiscal (as needed)
   - Vehicle Donations
   - Podcast Fundraising

   **Text-Based Campaigns**
   - Text - eRenewals
   - Text - HiFi Decline
   - Text - New Member Outreach
WBEZ E-Renewals

Dana — Do you know your WBEZ membership is at risk of expiring? The reality is that it takes regular funding to keep your favorite programs on the air. WBEZ is member-funded and the coronavirus information and in-depth news coverage you depend on is funded by individuals like you.

That’s why I’m emailing you today, to let you know it’s time to renew your WBEZ membership.

And don’t forget: When you renew you can choose some awesome swag to show your WBEZ pride!

I’m counting on you to do your part today.

Thanks,

Lisa Labuz
WBEZ Host — and proud High Fidelity member
Phrasing: She, her, hers

P.S. Consider simplifying your membership with a lower, ongoing monthly donation instead. Join High Fidelity today and never receive a renewal notice again!

Annualized Revenue by Month & Gift Type

Christopher — With just three days remaining to meet our financial goals, I ask you to renew your membership. Your participation counts and any amount makes a difference. WBEZ is member-funded and the coronavirus information and fact-based journalism you depend on is funded by individuals like you.

Renew at any amount and get a special NPR 50th Anniversary tote (normally available with a $96 donation).

We know you’ve been meaning to and now, this special thank you gift, makes it the perfect time.

Thank you so much for your past and continued support.

Jamie Siegel
Director, Digital Marketing & Membership — and proud WBEZ member
Phrasing: She, her, hers

P.S. It takes support like yours to keep WBEZ strong. Your participation today is essential. Make an annual donation and never receive a renewal notice again.
2. Double down on sustainers!

Donation Form Upsell Test:

- Annual upsell: converted 7.0%
- Monthly upsell: converted 3.5%
- No decrease in overall form conversion vs. the baseline form
3. More is more! Leverage data to make decisions and try new things.

### Winter Pledge Email Schedule:

<table>
<thead>
<tr>
<th>Topic</th>
<th>New HHF (Last 30 days)</th>
<th>Current HHF</th>
<th>OT New (Last 30 days)</th>
<th>OT Record (30-60)</th>
<th>OT Active (61-270)</th>
<th>OT Renewers (271+ &lt;= 365 days)</th>
<th>Late</th>
<th>Lapsed</th>
<th>Dormant</th>
<th>Prospects</th>
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<tbody>
<tr>
<td>Thanksgiving Email</td>
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<td>Cyber Monday - Welcome</td>
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<td>Cyber Monday - Important</td>
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<tr>
<td>Cyber Monday - Reminder</td>
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</table>

**Winter Pledge Email Schedule:**

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<th>Dormant</th>
<th>Prospects</th>
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<tbody>
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<td>Giving Tuesday - General + Coffee in Body</td>
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<td>Giving Tuesday - Add Gift</td>
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<td>Viva</td>
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<td>Email about</td>
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<td>Press Release</td>
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<tr>
<td>S$ Friday - $5 Engagement Runaway</td>
<td>Upgrade</td>
<td>Upgrade</td>
<td>If less than $20</td>
<td>If less than $50</td>
<td>If less than $30</td>
<td>S$ Friday</td>
<td>Engagement Runaway</td>
<td>Engagement Runaway</td>
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<td>Nouvelle Members In Newsletter - B$ Friday Books</td>
<td>Nouvelle</td>
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<td>Engagement Runaway</td>
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<td>New Members In Newsletter - B$ Friday Books</td>
<td>Nouvelle</td>
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<td>Puerto Vallarta</td>
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<td>Alkasa</td>
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<td>Adhaar Reminder</td>
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<td>Adhaar + Brown Space Alliance</td>
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<td>Email - Special Email Offer</td>
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<td>Interested Call for people who donated during the drive</td>
<td>Engagement Split</td>
<td>Engagement Split</td>
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</table>
NPR’s 50th Anniversary
May 2021

https://go.greaterpublic.org/blog/wbez-takes-chance-on-sustainer-focused-digital-campaign-and-wins
Calendar Year End (CYE)
Dec. 13 web ads, Dec. 22 - Dec. 31 full digital execution

**Data Shows:** Historically during CYE, less than 10% make monthly donations.

**Goal:** Drive people to make their one-time donation be an annual gift by offering a limited edition shirt for annual sustainers only.