FOCUS ON
DIGITAL FUNDRAISING

Melanie Coulson
Greater Public

Jamie Siegel
WBEZ

Yoon Lee
M + R

Karen Everhart
Current

Current
NEWS FOR PEOPLE IN PUBLIC MEDIA

SCHOOL of COMMUNICATION
AMERICAN UNIVERSITY • WASHINGTON, DC

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%

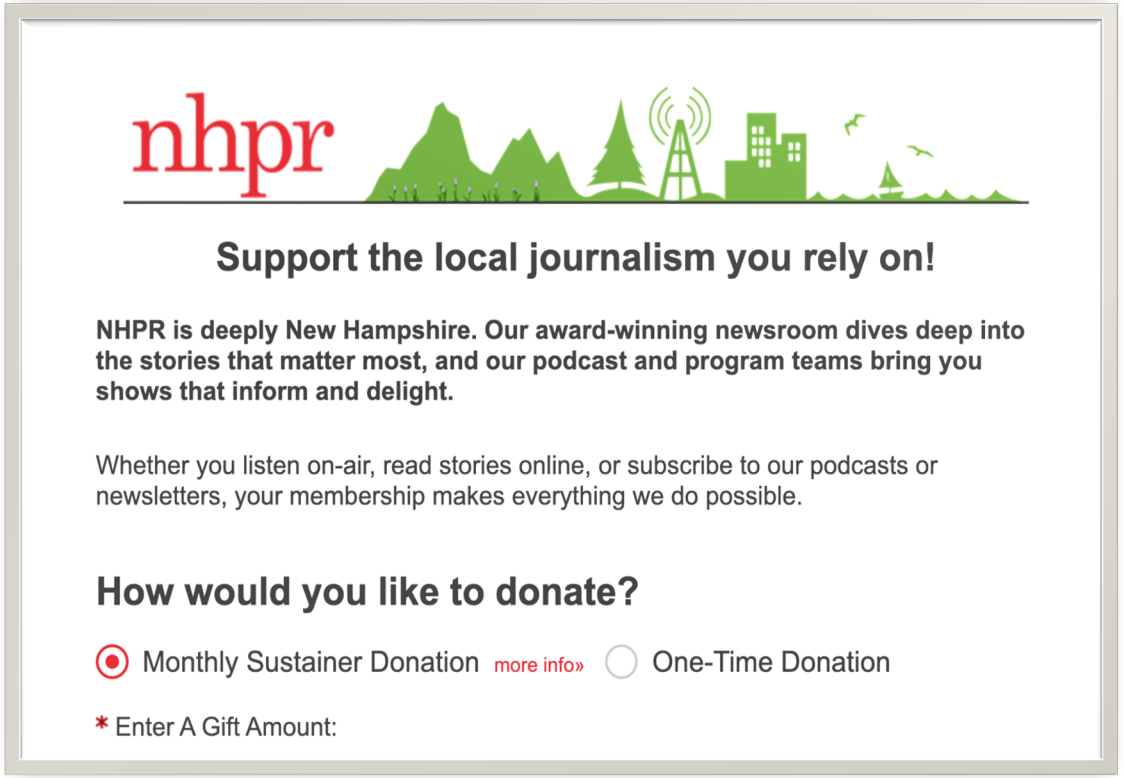
GREATER PUBLIC

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

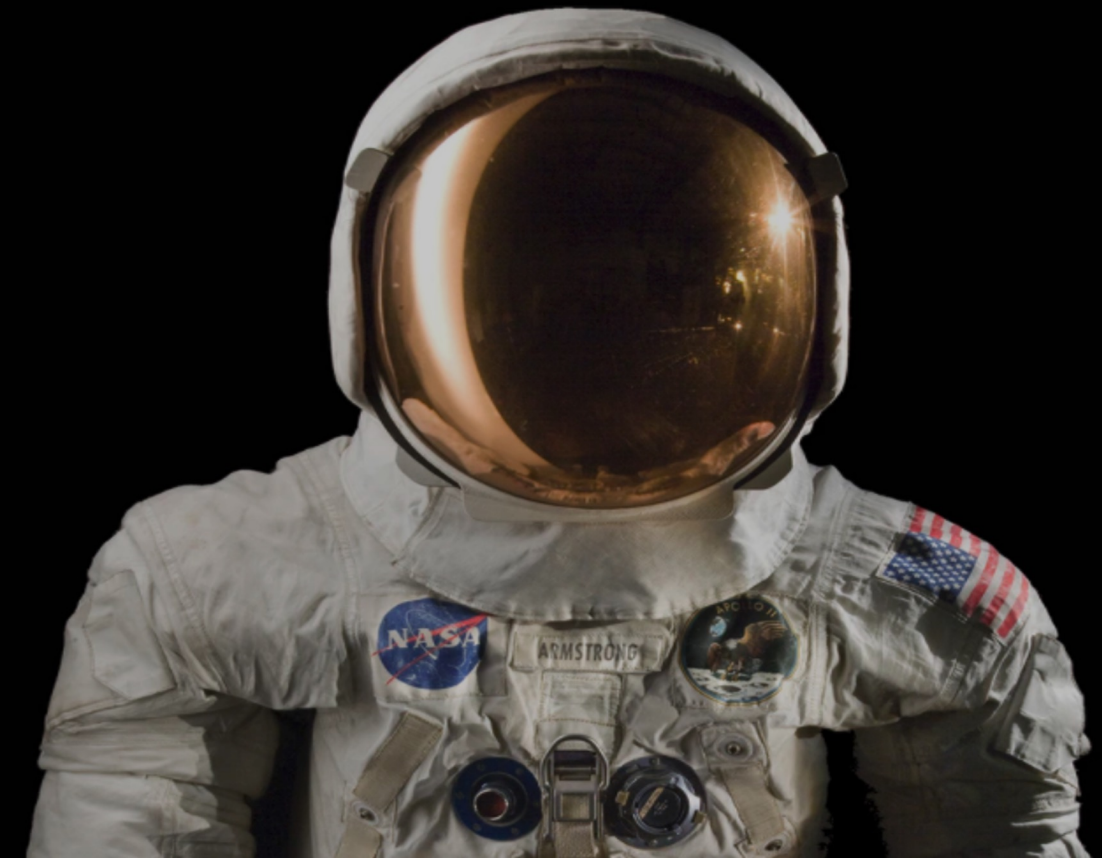
Check out other station's/organization's donation forms. And sign up for newsletters!

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

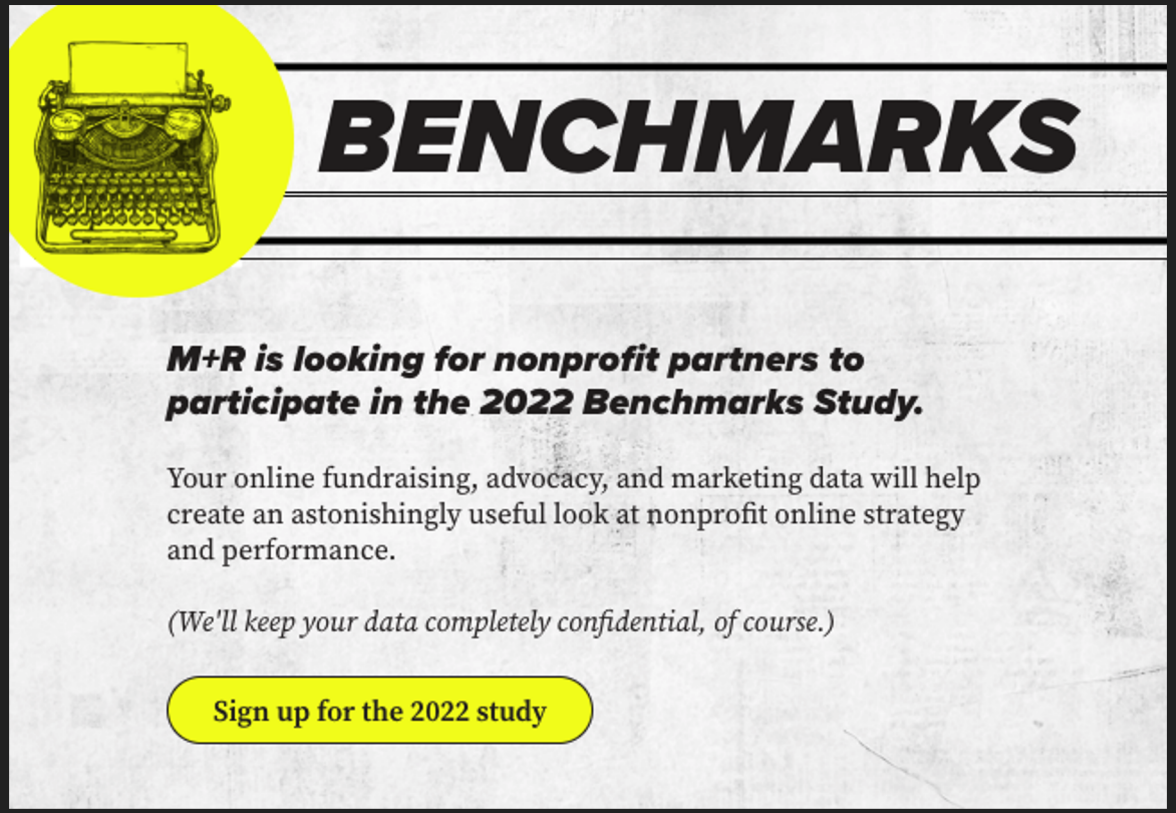
Created by

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.



7 public media stations participated, range of sizes

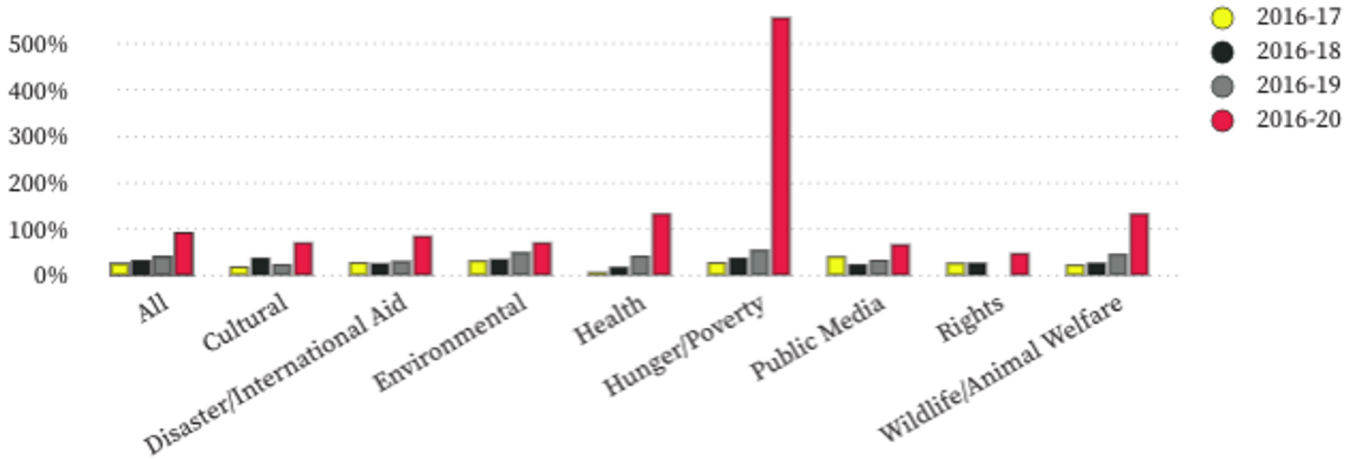
Change in online revenue

All | View as table

	value
All	32%
Cultural	22%
Disaster/International Aid	29%
Environmental	21%
Health	38%
Hunger/Poverty	173%
Public Media	21%
Rights	34%
Wildlife/Animal Welfare	56%
Large	38%
Medium	29%
Small	30%

Online revenue change since 2016

View as graph



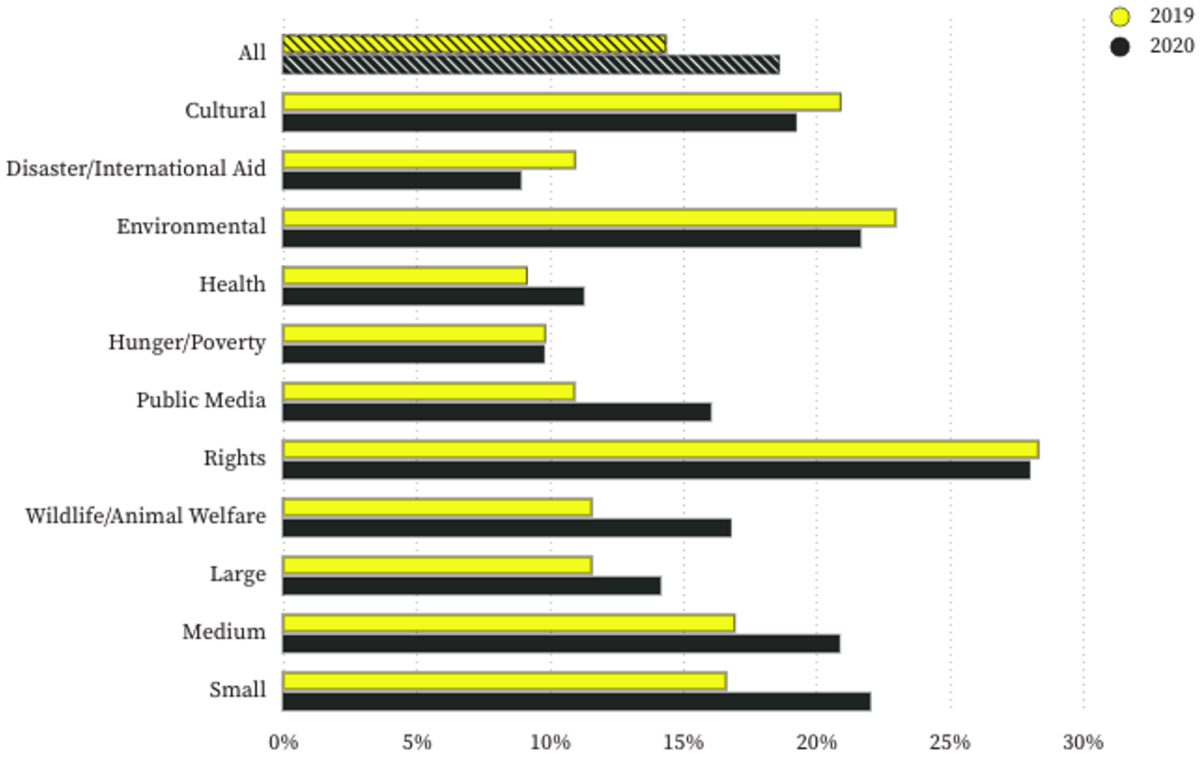
Email

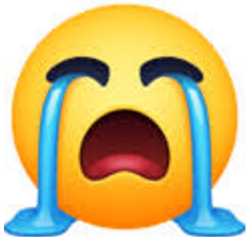
Membership & fundraising message rates (among groups who send membership messages)

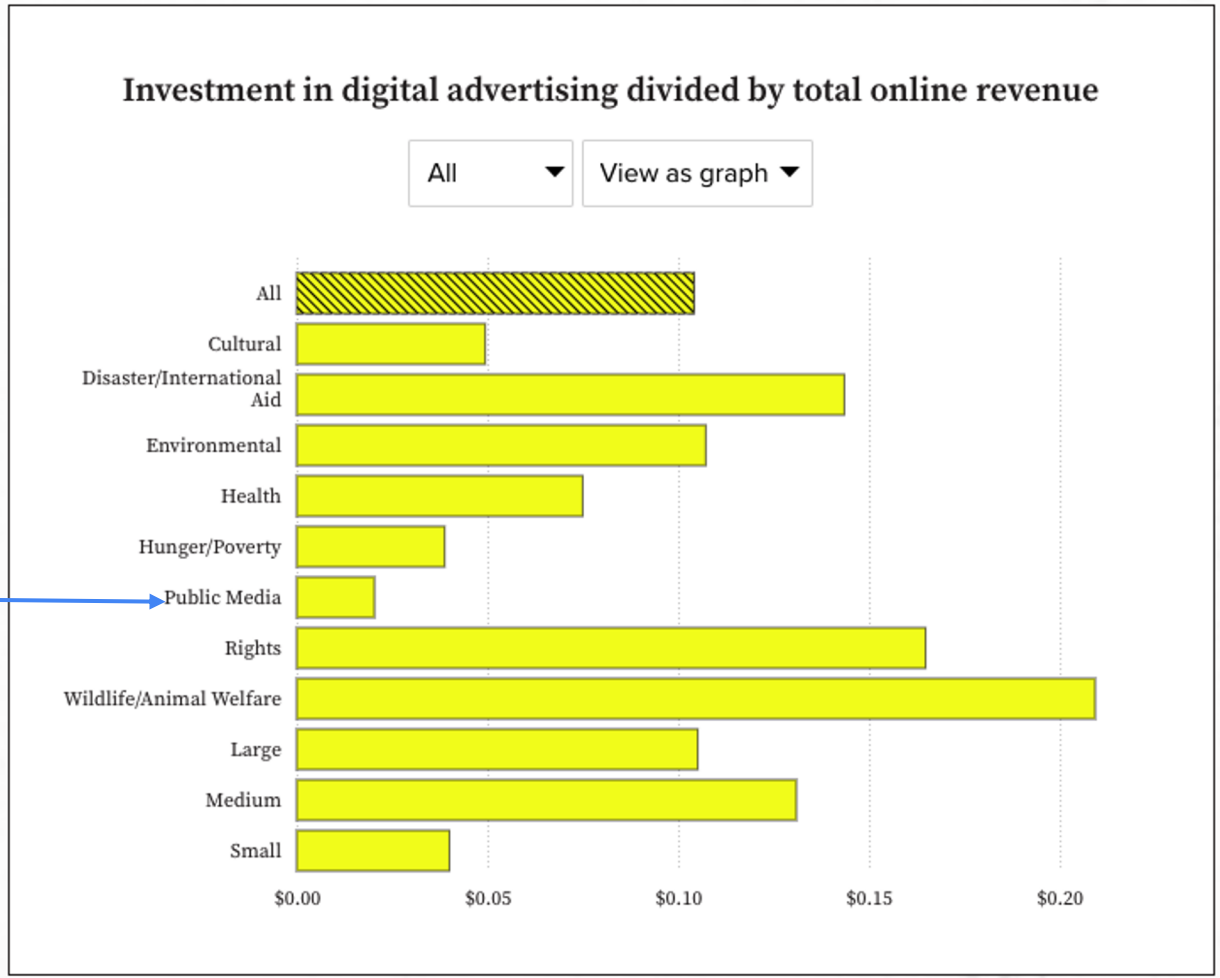
	Open Rate	Click-through Rate	Page Completion Rate	Response Rate	Unsubscribe Rate
Membership	23% (3%)	2.6% (3%)	22% (18%)	0.13% (33%)	0.13% (0%)
Fundraising	19% (0%)	1.7% (-1%)	11% (100%)	0.07% (110%)	0.17% (-11%)

Share of online revenue from email

All | View as graph

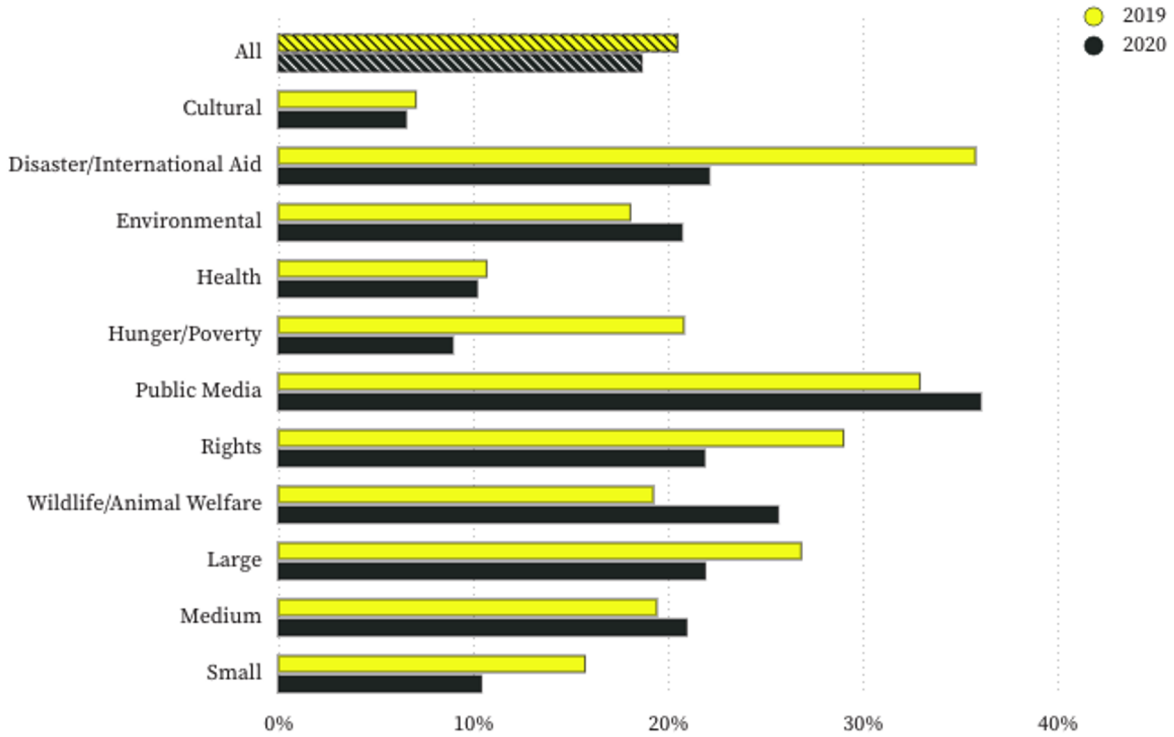





Investment in digital advertising divided by total online revenue
All
View as graph
All
Cultural
Disaster/International Aid
Environmental
Health
Hunger/Poverty
Public Media
Rights
Wildlife/Animal Welfare
Large
Medium
Small
$0.00
$0.05
$0.10
$0.15
$0.20

Monthly giving as a percentage of online revenue

All | View as graph



Revenue Levers at WBEZ

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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

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

- Text - eRenewals
- Text - HiFi Decline
- Text - New Member Outreach

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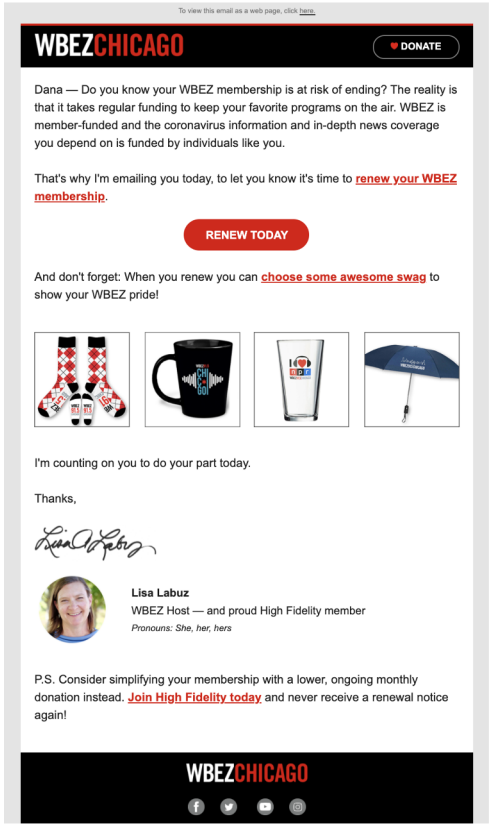
WBEZ E-Renewals



To view this email as a web page, click here.

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Dana — Do you know your WBEZ membership is at risk of ending? 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.

RENEW TODAY

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
Pronouns: 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!

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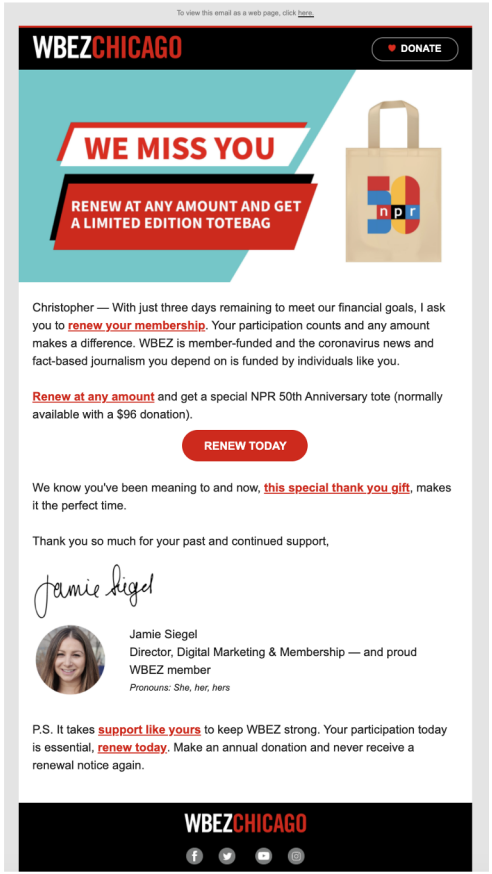

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WE MISS YOU

RENEW AT ANY AMOUNT AND GET A LIMITED EDITION TOTEBAG

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 news 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).

RENEW TODAY

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
Pronouns: She, her, hers

P.S. It takes support like yours to keep WBEZ strong. Your participation today is essential, renew today. Make an annual donation and never receive a renewal notice again.

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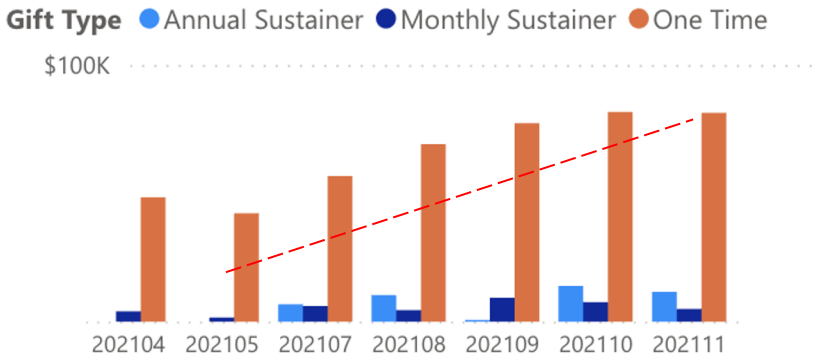
Annualized Revenue by Month & Gift Type



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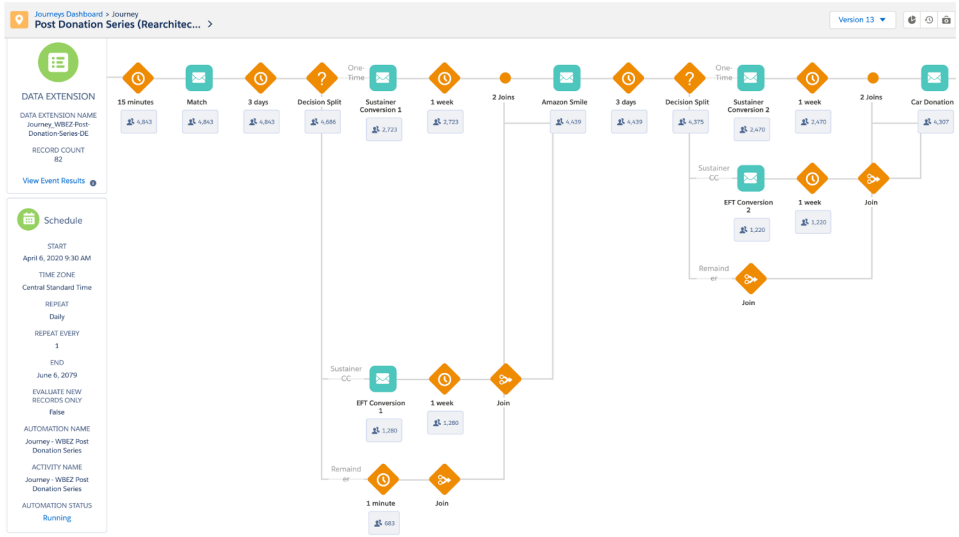
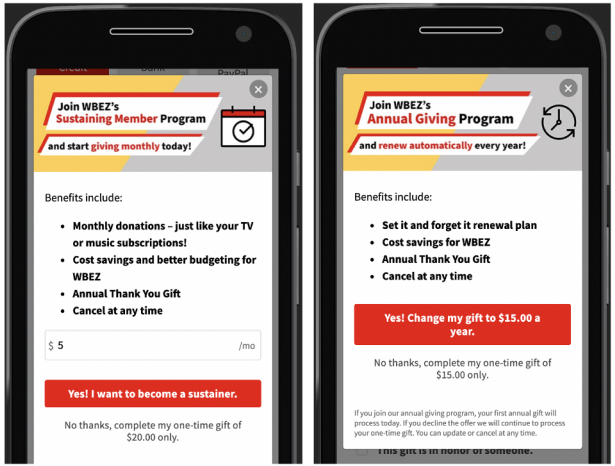
2. Double down on sustainers!

Post-Donation Journey:



Donation Form Upsell Test:



- Annual upsell: **converted 7.0%**
- Monthly upsell: **converted 3.5%**
- No decrease in overall form conversion vs. the baseline form

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3. More is more! Leverage data to make decisions and try new things.

Winter Pledge Email Schedule:

Topic	New HiFi (Last 30 days)	Current HiFi	OT New (Last 30 days)	OT Recent (30-60)	OT Active (61-270)	OT Renewers (OT w/ gift in last 271 - 365 days)	Late	Lapsed	Dormant	Prospects
Thanksgiving Email		x	x	x	x	x				
HiFi Treat	x	x								
Cyber Monday	x	x	x	x	x	x	x	x	x	x
Cyber Monday - Hunter Engaged										
Cyber Monday Reminder					Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split
PFS	x	x	x - over $250		x - over $250					
Total Number of Pre-Drive Emails Sent to Segment:	3	3	2	1	3	2	2	2	2	2

Topic	New HiFi	Current HiFi	OT New (Last 30 days)	OT Recent (30-60)	OT Active (61-270)	OT Renewers (OT w/ gift in last 271 - 365 days)	Late	Lapsed	Dormant	Prospects
Giving Tuesday - General + Coffee in body		x	x	x	x	x	x	x	x	x
Giving Tuesday - $50,000 Match		Add Gift					x	x	x	x
Giving Tuesday Reminder		Engagement Split		Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split
Giving Tuesday - $50,000 Match Update		Engagement Split		Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split
Visa				x	x	x	x	x	x	x
Elton John		x	Convert to sustainer	Convert to sustainer	x	x	x	x	x	x
Peloton		x		x	x	x	x	x	x	x
Chicago Staycation		Engagement Split		x	x	x	x	x	x	x
$5 Friday	Upgrade	Upgrade		If less than $60	If less than $60	If less than $60	x	x	x	x
$5 Friday - Highly Engaged Rundown							*Highly Engaged Rundown*	*hly Engaged Rund*	*hly Engaged Rund*	*hly Engaged Rundo*
Nerdette Mention in Newsletter - $5 Friday Socks	Nerdette	Nerdette	Nerdette	Nerdette	Nerdette	Nerdette	Nerdette	Nerdette	Nerdette	Nerdette
Puerto Vallarta		x	x	x	x	x	x	x	x	x
Alinea		x	Convert to sustainer	Convert to sustainer	x	x	x	x	x	x
Alinea Reminder				Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split
Alinea + Brave Space Alliance		x		x	x	x	x	x	x	
8 ipads - Special Email Offer	x	x	x	x	x	x	x	x	x	x
iPad Reminder			Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split
Iceland - Comments from people who donated during the drive	x	x	x	x	x	x	x	x	x	x
Iceland Reminder + Last Push					x	x	x	x	x	
Plain Text: Member Count Help Us Meet Goal					Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split	Engagement Split

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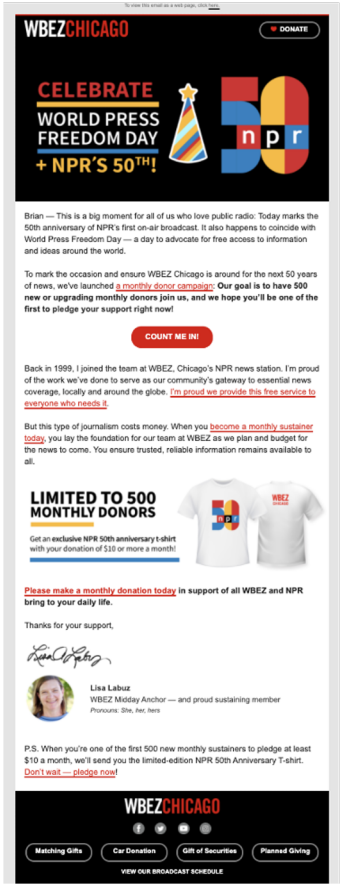
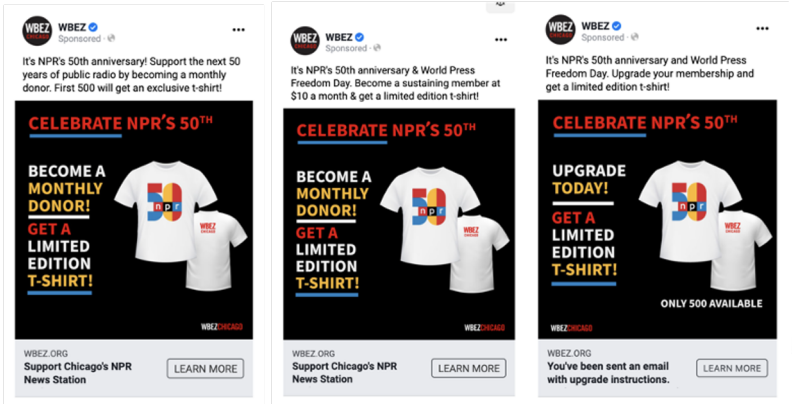
NPR's 50th Anniversary

May 2021

https://go.greaterpublic.org/blog/wbez-takes-chance-on-sustainer-focused-digital-campaign-and-wins





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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.

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