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Collector: Web Link 1 (Web Link)
Started: Thursday, April 26, 2018 7:44:51 PM
Last Modified: Thursday, April 26, 2018 7:46:40 PM
Time Spent: 00:01:49
IP Address: 65.119.85.195

Page 2: Tell us who you are!

Q1 Contact Information

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Q9 Project Title

KSPS Email Welcome Series for PBS OTT Prospects Nets 200 new members

Q10 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

KSPS set out to convert PBS-provided prospects into new members. PBS had warehoused nearly 43,000 prospective donors on the PBS Station Partner Portal--prospects who had expressed at least some indication of interest in KSPS via web sign-up, OTT streaming, or local station selection on the PBS website. Our goal was to engage these contacts--many of whom were years old--with the intention of converting them to first-time donors to the station. Considering the latency of some of the contacts, our goal was modest: We hoped to bring on 100 new members. We also hoped to engage even those prospects who elected not to give by providing them interesting and useful information about the station and our programming.

2018 Development Awards - Application Form

Q11 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

Beginning with the templates created by Michelle Regal in 2013 (and still available on the Station Partner Portal), we created a four-part welcome series to be sent to all 42,710 existing prospects and to new prospects as they were added to the list. Email #1 invites the prospect to take part in our viewer survey. Email #2 (automatically sent the following week) directs the reader to the local events page of our website and also to the online video portal--demonstrating value. Email #3 (sent 8 days later) points the prospect to our online programming schedule. The final email, sent in the fourth week culminates the series with an invitation to become a member. 127,600 emails have been sent this year, and a healthy 54% of them (68,900) have been opened and read. 7,600 of those readers (11%) took some action like visiting KSPS.org or our social pages, and 197 of those (3%) became brand new first-time donors to the station! With an average gift of \$115, these new members pledged just shy of \$22,700! Now that the email series is in place, the ongoing maintenance of the program is supremely simple. The newest prospects are downloaded from the Station Partner Portal and imported to our email marketing client on a weekly basis. Reaching these prospects early has resulted in better performance, and the incidence of spam reports and unsubscribes has been attenuated by appending the emails with a short paragraph about why they've gotten the email and how to change the kinds of email they'll get (without unsubscribing entirely). This email welcome series has the potential to be an ongoing source of new members for KSPS year after year.

Q12 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

The mailing list comprises 42,710 prospects and grows daily. To monitor performance, KSPS watches the following metrics: Weekly prospect list growth: If the PBS Station Partner Portal is not consistently adding prospects, there may be an error that can be solved by PBS. Open rate: We monitor email open rates on all four emails, but for us, the average hovers around the 55%. Click-through rate: We monitor how many openers click a link or button, and we expect approximately 10%. Conversion rate: Monitored using a source code within our donor management software, we keep an eye on the number of prospects converted to members by the membership ask in the final email. Ours hovers between 1% and 3%. We also test design elements, subject lines, landing pages and ask amounts every 6 months or so--long enough to gather meaningful data about any changes. One other standout statistic for this campaign is the near-infinite ROI. The initial setup took time and creativity, and there's the ongoing weekly task of downloading then uploading new prospects from PBS; but the rate of return only increases over time.

Q13 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

The star of this show is the PBS Station Partner Portal, and Salesforce-based service from which local stations can export detailed lists of interested prospects, including a separate list for those specifically interested in KIDS content, along with financial demographic reports. Additionally, the 2013 email templates are great inspiration for local stations' email welcome series. Within the emails, themselves, a balanced emphasis on national and local content engages prospects with various interests. To maintain a simple, hands-off system, the series doesn't mention any specific programs by name; instead directing readers to visit the site.

Q14 Do you have any supporting materials or items to upload? (optional) **Yes**