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Collector: Web Link 1 (Web Link)
Started: Friday, May 04, 2018 3:12:27 PM
Last Modified: Friday, May 04, 2018 3:32:08 PM
Time Spent: 00:19:41
IP Address: 129.24.110.177

Page 2: Tell us who you are!

Q1 Contact Information

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Page 3: Award Categories

Q2 Select a category. **Philanthropy**

Page 6: Philanthropy

Q15 Project Title

NMPBS Special Project Funding Model: Painting Santa Fe

Q16 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

Overall Goal

Create a holistic, entrepreneurial model of raising revenue to support the production of a special project documentary from sources other than current, annual members.

Funding Challenges

New Mexico PBS considered producing a stand-alone documentary on the early development of the arts culture in Santa Fe, New Mexico --"Painting Santa Fe." The station did not have funds, above its annual operating budget, to finance the \$100,000 project. Its unique licensing (University and public school system) gives it an appointed board of directors who oversee operations with its fiscal agency provided by the University's Foundation. It does not have a volunteer board of directors whose job it is to help fund the station. Without a group of high-level volunteers to lead it, the station's ability to fund special projects was limited. New Mexico PBS traditionally scaled its efforts to fit its limited annual, operating budget or passed on the project. Located in Albuquerque, New Mexico, but covering a two-thirds swath of the state, the station had rarely ventured outside the city to fundraise, despite being within an hour of Santa Fe, New Mexico, a largely affluent community.

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Q17 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

Creating New Partnerships to Leverage a New Opportunity

NMPBS has enjoyed a lucrative partnership with a local donor/business owner who established an endowment that is fueled by the opening night proceeds of her annual arts and antiques show. Her involvement inspired producers of a similar art event in Santa Fe to also donate their first night proceeds. These great events and friends helped NMPBS leverage one successful fund raising effort into this Special Project Funding success.

The owner of one of the largest and most successful galleries in Santa Fe, New Mexico, was a regular attendee of the Santa Fe art and antique show. From an initial conversation with NMPBS's Development Director, the seeds were sown to initiate a funding project to produce Painting Santa Fe.

Traditional Campaign-Style Fundraising

Over the course of several conversations with the Development Director, Content Director and General Manager, the gallery-owner (who had served as board member for several large non-profits) agreed to champion the project and helped craft a funding plan which included small group meetings, face-to-face solicitations, a signed letter of support and a fundraising party at the gallery. The champion even sent a holiday card to her entire mailing list requesting gifts be given to the project!

Organizational Impact

- This project increased the station's ability to fundraise collaboratively with internal and external collaborative teams.
- In addition to staffing robust membership and planned and major giving programs, the Development Department managed project prospects and donors, merging them into existing workflow for stewardship and recognition.
- The project was successful in raising revenue from new donors or previous, less enthusiastic donors, creating and strengthening donor relationships and setting the stage for future funding.
- Strong community-building in neighboring Santa Fe, New Mexico, has raised the profile of the station as one which deserves funding from this community.
- Raised \$100,000 in temporarily restricted funds to support content-rich programming, a significant achievement for the station!

Q18 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Gift Distribution

The \$100,000 goal was realized from 35 gifts, including individual, corporate, memorial, grant and endowment. Several donors, including the lead donors, were lapsed annual givers. That couple increased their giving 10 times (\$10,000) from their previous donation. The annual payout from the business owner's endowment (who brought the two organizations together) helped finish the project. Santa Fe's Occupancy Tax gave \$25,000 in support of the project and has indicated an interest in our next Santa Fe-related piece. The gallery owner received a myriad of support and good will for her participation. The station has made a lifelong friend and funding partner.

Documentary Premiere

The production premiered at the historic New Mexico Art Museum to a "sold-out" audience in late November of 2017. The event included a discussion with the documentary's executive producer and descendants of the profiled artists. A special acknowledgement was given to the funders, especially the "campaign chair." Donors were sent a thank-you letter and a complimentary DVD in appreciation of their support as well as an opportunity to purchase additional copies at a decreased rate. Several donors sent copies of the documentary to prospective Santa Fe visitors. The gallery owner is the exclusive retail vendor of the DVD.

The production premiered as a key pop-out of the December pledge drive. Coupled with the local production, "Painting Taos," the mission-focused pitching emphasized the benefit of local productions and community partnerships. Thank-you gifts included program DVDs and an opportunity to donate in exchange for the entire "Painting" series: "Painting Taos," "Painting Albuquerque," and the newest addition "Painting Santa Fe." Sustainer giving and the Passport benefit were also emphasized. The program was so successful, the pledge event became a key program in the March fundraising drive as well. To date, it's grossed \$34,783 for the annual operating fund.

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Q19 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

NMPBS leveraged local content to increase the station's ability to fundraise collaboratively with internal and external collaborative teams. The local production angle succeeded in raising revenue from new donors and lapsed donors, strengthening donor relationships and setting the stage for future funding.

Q20 Do you have any supporting materials or items to upload? (optional) **No**

Page 11: Tell us what you thought!

Q32 This year, we've created an online form to streamline the application process. Please tell us what you thought. **The online form was not very helpful**

Q33 The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station or the system as a whole.

Has the DAC made any recommendations regarding digital fundraising strategies, especially for older, rural-living donors? How does one interact with the DAC? How does one apply to serve on the DAC?
