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Page 2: Tell us who you are!

Q1 Contact Information

Name	Patrick Pearce
Title	Membership Manager
Station	AETN
Email	ppearce@aetn.org
Phone Number	501-682-4148

Page 3: Award Categories

Q2 Select a category. **Membership**

Page 5: Membership

Q9 Project Title

Windgate New Member Challenge

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

Our annual new member total was stagnant, ranging from 3,200 to 3,900 annually for several years. An Arkansas foundation wanted to donate but wanted to do more than simply make a donation. The decision was made to leverage their donation as a new member challenge.

2019 Development Awards - Application Form

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

The Windgate Foundation would give \$100,000 if the AETN Foundation could add 7,500 new members over the course of the fiscal year. We did press releases, gave the challenge a page in each monthly program guide, included the challenge in every weekly newsletter, created 30-second on-air spots that aired multiple times daily and almost every pledge break was live or aircheck. On June 11, we received our 7,500th new member of the fiscal year. By the end of the fiscal year on June 30, we had 8,129 new members. The total did not include spouses of current members. These were all new households. Not only did the challenge increase our membership and revenue, it generated positive publicity and grabbed the public's attention. Donor Services received calls daily from various donors wondering if we were getting closer to our goal. Members actively recruited new members for us. Our member roles reached their highest number in 25 years and our new member dollars even exceeded FY14, the year we had Antiques Roadshow tickets. The process also reinvigorated the station staff as the project required collaboration between Development, Marketing, Programming, Production and Operations to be successful.

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

We finished with 8,129 new members totaling \$697,394. Despite almost 2,000 donors lapsing, we still finished the fiscal year with 20,391 members, our highest total since the mid-90s. Equally important, the Windgate Foundation was very impressed with the response, telling us that frankly, they did not expect to be giving us the full \$100,000.

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

We looked for pledge programs that would generate pledges more than programs that generate dollars. While we still aired some My Music, Suze Orman, etc., we aired less of those high dollar but low quantity programs and more local productions, Masterpiece, Nature, Saturday mysteries and special purchases like Maigret.

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

Page 10: Additional Items

Q31 Please upload all materials as a single document.

WindgateAnnouncementemail.PNG (172.8KB)
