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COMPLETE

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Page 2: Tell us who you are!

**Q1** Contact Information

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Page 3: Award Categories

**Q2** Select a category. **Membership**

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Page 5: Membership

**Q9** Project Title

AN OLD DOG CAN LEARN NEW TRICKS: IOWA PUBLIC TELEVISION STOPS TREND OF DECREASING DONOR BASE

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

Raise membership revenue

After 10 years of stagnant membership numbers, IPTV set out at the start of fiscal year 2018 (July 2017 to June 2018) to review all of its traditional fundraising tactics and see where changes could be made to increase membership. Here's a review of some of the tactics we employed when reaching active donors, lapsed donors and prospects.

OUTCOME: IPTV finished Fiscal Year 2018 with its highest membership base – 63,000 people – in over 10 years. And, we increased revenue by 8% over the previous fiscal year.

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## 2019 Development Awards - Application Form

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

### PROSPECTS and NEW DONORS

GOAL: Increase new donor acquisition through all solicitation methods.

While on-air campaigns are still IPTV's best way to acquire new donors, IPTV tried other activities to acquire new donors in FY18.

CANVASSING: During the first months of FY18 (July – September), IPTV was wrapping up its three-year campaign to reach new donors through canvassing door to door. Overall, IPTV gained 10,707 new members through the canvassing program, and specifically 1,200 new members in FY18 before the program ended.

SOCIAL MEDIA: During the lead-up to Giving Tuesday and the final weeks of 2017, IPTV tested acquiring new members via Facebook campaign. The campaign garnered interest with almost a half million impressions and 6,100 clicks. The campaign showed that ads promoting local programs fared slightly better than national productions per the same level of spending.

EVENTS: IPTV hosted a live showing of Eight Days a Week: The Touring Years in its studio auditorium to over 300 guests. Many of them were not members or had they never attended an IPTV event in the past. Beer, wine and snacks were served.

DIRECT MAIL: We included information about all of the benefits of IPTV Passport in outgoing mailings.

### ACTIVE DONORS

GOAL: Increase retention.

RENEWAL DIRECT MAIL: IPTV recreated its direct mail donor series with a new look and new message. Renewal revenue from direct mail increased by 8% over the previous year. Also, donors were given the option to donate online by using a special donation form only for renewing members. Nearly 300 donors used this simple option in the first year. IPTV created a buckslip that promoted IPTV Passport activation and usage.

EMAIL: IPTV launched monthly email solicitations which targeted renewing members in their respective place in the renewal cycle. During this first year, just under 500 donors used this new option which made it easier for members to renew and helped IPTV reduce mail costs. IPTV also took advantage of communicating to active members about the benefits of IPTV Passport and how to activate usage.

EVENTS: Active members were invited to special events. One of note was the Great British Baking Show: Iowa edition which prompted bakers to submit their best recipe to be judged. The bakers were then asked to bring an example of their baked item to the event and share with other guests. One baker was crowned champion at the end of the night. Over 300 attended the event.

(SIDENOTE: Active members were also given information about planned giving which saw a noticeable increase in requests for information. This was delivered through direct mail and given as one of the questions in the Pledge telephone script.)

### SUSTAINERS:

GOAL: Increase retention.

One of the biggest changes during FY18 was the move by many donors to give as Sustainers which grew by 16%. To do this, we focused on retention donors and recapture of credit cards. IPTV's sustaining manager created a new plan to reach out to sustainers during their renewal month to check in with them, offer Membercards and thank-you gifts, promote conversion to EFT and thank them for their membership.

At the same time, a group of volunteers was brought in quarterly to call sustainers who had declined on credit cards and ask for updated credit card information.

### LAPSED DONORS

GOAL: Increase recapture.

In an effort to see an increase in donors rejoining, IPTV changed direct mail packages, refined the data set and sent an acquisition mail package to lapsed donors. This proved successful and showed a response rate of 3.87%. Revenue increased by 5% over the previous year's lapsed mailing.

Membership worked with the Major Gifts department to secure a major gift that could be offered as a match to lapsed donors. The matching gift was promoted to lapsed donors during Pledge and in year-end email solicitations.

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

See the section above with benchmarks to show success.

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

During FY18, IPTV invited viewers and members into the studios to screen several programs, such as Victoria, Ken Burns Vietnam, and PBS' The Great War. We created a summer series for kids called "The Super Saturday Showcase Spectacular" that invited families to come to the studios to watch special previews of upcoming new kids programs. (Each Saturday was a packed house for this FREE event.) During the winter, we hosted pajamas parties at various locations throughout the state. And, capped the winter season with a special Mister Rogers showcase in March 2018. And, for the Iowa foodies and 'week-end' chefs was the Great British Baking Show: Iowa Edition which created our own live event (complete with desserts and wine) that allowed Iowans to show off their baking skills. The audience chose the best dessert and crowned the chef.

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**Q14** Do you have any supporting materials or items to upload? (optional) **No**

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