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Page 2: Tell us who you are!

Q1 Contact Information

Name	Drew Elliott
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Station	Kansas City PBS / The Bridge
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Page 3: Award Categories

Q2 Select a category. **Membership**

Page 5: Membership

Q9 Project Title

KCPT Belongs to You (Active Sustainer Upgrade Campaign)

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

This was a piece designed for our active sustainers, donors who give to Kansas City PBS each month automatically. This set of donors is our most reliable source of funding and sets the foundation for future budget planning. This direct mail package was our first attempt to make a widespread upgrade ask in any form. Those minor upgrades from thousands of members have the potential to make a large impact on our incoming revenue each month.

2018 Development Awards - Application Form

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

Some time ago, we partnered with a local artist to create different art pieces representing Kansas City PBS in our community. Those were the foundation of the direct mail package that was created in-house, with our graphic artist doing the creative and the Director of Membership writing the copy. We used two different triggers to try and activate an upgrade; asking donors to give the gift of a Kansas City PBS membership or to receive a new member mug. There was also the option to make a single one-time gift. This direct mail package was sent in late November to coincide with end-of-calendar year giving habits and was complemented by a companion email, which was sent a week after the letter arrived in physical mailboxes. The email gave current sustainers the opportunity to make their upgrade online, with the use of Google Forms. On the back-end, membership files were updated, new member files were created for the gift memberships, and then those new members contacted by email to explain why they would be receiving our monthly Member Guide.

We mailed this package to 6,862 of our active sustainers. Each package contained an outside #10 color envelope, inside 8.5' x 14" color letter with perforated response slip, and a black and white #9 response envelope.

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 station cost for the metal member mug was \$6.55 each, plus shipping, created by Forest and shipped directly to donors. The cost of the monthly Member Guide for new members was \$5.28, 44 cents per issue for 12 months. We received a response from 172 sustainers, which resulted in \$916 in monthly upgrades, or \$10,992 annualized. 72 sustainers took the mug option, 14 gave the gift and provided contact information for new members, and 86 sustainers upgraded and opted out of the mug option. The cost to print and mail the campaign was \$2,450.30, excluding the #9 return envelope. With rough estimates, the campaign should have netted returns in the \$7,000 range within 12 months.

We're also excited about the added revenue this should bring in subsequent years. With the higher retention rate from sustainers, if we can keep them, we've boosted our monthly revenue from each of these donors.

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

There's a strong sense of local pride at the moment in Kansas City, which is why we chose this art direction for the mail package. A local t-shirt company has now become a million-dollar enterprise, simply by designing and creating heart KC shirts. We took this local mentality, highlighting us as a foundation in our community, and used art to capture the attention of our sustainers; then included strong national programs in our copy to connect the local and national partnership.

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.

KCPT Sustainer Upgrade All Pieces.pdf (6.4MB)