#16

COMPLETE

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Page 2: Tell us who you are!

Q1 Contact Information

Name	**Courtney Lamm**
Title	**Chief Development Officer**
Station	**Houston Public Media - KUHT**
Email	**clamm@houstonpublicmedia.org**
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Page 3: Award Categories

Q2 Select a category. **Membership**

Page 5: Membership

Q9 Project Title

Fueling Philanthropic Giving through Local Community Value

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

The overall goal of the project was to leverage the station and its assets (Board, top donors, internal teams, and multi-media) to engage donors at a deeper level and inspire philanthropic giving. The project focused on identifying the value of HPM's community service from its community.

By doing so, HPM drove down premium expenses by 25% (6 months), significantly impacted spring drive where fundraising dollars were up by 20%, the number of donors up by 25% and human capital now allocated to impact fundraising activation instead of ticket/event management.

The strategy also impacted leadership giving with four new multi-year pledges ($90,000 3 year average), new volunteers giving at $10,000+ per year, and eight new Visionary donors ($25,000/year).

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

The project strategy and activity included 5 steps.

Step 1
It was decided that in order to capture the value of HPM to the community, we needed to talk to the community and get their insight. The team developed a survey to capture what motivated our donors to give, their awareness of local work and the myriad of national programming, their affinity to station mission pillars and their feedback on what worked and didn't work in our on-air drives.

Step 2
The HPM team identified commonalities from these surveys and developed briefs for each mission pillar that detailed the insight from our donors. These briefs identified high perceived value work that did not have a high audience awareness. The briefs were used as a guide for on-air scripting, enhanced messaging around National programming and a key component for a "One Voice" Station Value marketing initiative.
The objective of the plan was to tell our story through the perceived value of our constituents.

Step 3
HPM started subtle messaging on both radio and TV, and digital – Webb, Social, Mobile and email. It was decided that we would use year-end 2017 as a testing place for premium free on-air fundraising. From December 11 through December 31, 2017 HPM's on-air and digital messaging was centered on the identified perceived value to the community. We raised $50,000 more than the previous year (same timeframe) that included 8 TV drive days with premiums and a 1 radio drive day with premiums. We were encouraged to move forward with phase two – messaging and visual story telling during a TV spring drive.

Step 4
TV packages were developed.

Step 5
Daily YOY Analytics

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

All data for metrics listed below can be found on page 1 of attachment

Total Pledged
# of donations
% Philanthropic (no premiums/thank you gifts)
Average Daily Pledge Revenue

Total $ Philanthropic
Total $ with Item

NEW Sustainers with Item
NEW Sustainers Philanthropic

# of New Studio Society Gifts
Avg. New Studio Society Gift
Studio Society Philanthropic

New
Rejoin
Renew
Additional

Dates
Total Days
# of Hours of Pledge Programming with Prems (8.1)
# of Hours of Pledge Programming
# of Ticket Offers
How many Local Pre-Taped Breaks with Premiums
Count of Premiums Offered

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

The project leveraged primetime and core programing to showcase local stories about the value of Houston Public Media and its impact on the local community. 12 Stories were produced (without premiums/thank you gifts), that shared the impact of our service from the perspective of the individual who benefited. **To view these on spots, click on link in page 1 of attachment**

The stories focused on uncovered services from our surveyed constituents that had high perceived value with minimal awareness – this included national and local programs, local community services, 24 hour programming on radio, TV and digital - free to everyone in the greater Houston area.   It was vital that the viewer understand that all these things are only possible with their financial support.

Because the stories were told by individual perspectives, HPM didn't have to say how great it is – our community did this for us. The messaging was authentic, personal and showed how far reaching their impact can be.

Messaging in tags, bridges and tosses, was used to tie the impact story to the program on-air and included a call to action – financial support.

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

Yes

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 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.

The attachment is long, and has samples of everything talked about in the online form - with a link (not sure active) to the TV packages.

The online form was helpful and easy - but I timed out several times and had to start over. In the future it would be great if it remembered me and pulled my entered information up. thanks - Courtney Lamm

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