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Page 2: Tell us who you are!

Q1 Contact Information

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Q9 Project Title

Weekly KSPS Passport Picks Email Newsletter Engages, Activates, Acquires, and Upgrades

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

KSPS wanted to leverage Passport streaming to engage existing donors, acquire new ones, and upgrade under-qualified contributors. Our goal was to enhance the value of our already robust weekly newsletter program with a second, entirely-passport focused newsletter in three versions: one for qualified donors asking them to activate and watch, one for under-qualified donors asking them to increase their support to qualify, and a third to prospects and lapsed donors asking them to join/rejoin to qualify. We set no specific conversion goals, instead hoping to limit unsubscribes and to maintain healthy open and click-through rates.

2018 Development Awards - Application Form

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

Borrowing heavily from the KCTS 9 Passport Picks concept outlined in the April, 2017, PBS Development Services case study, we built a weekly email newsletter in three versions. Over the course of the year, the design has been tested and tweaked and now comprises the following parts: 1. Greeting with member details and Passport activation token, when applicable, 2. Content section (title, thumbnail, description, link), now featuring eight episodes—divided evenly between local KSPS content and standout national offerings, 3. Pop-out section, emphasizing special episodes or series—often “Masterpiece,” 4. Context and details section (“you’ve received this because...”), 5. Coming soon and can’t miss hits section—a simple bulleted list, 6. Compatibility graphic with the logos of the services on which Passport can be viewed, along with links to setup instructions, and 7. The Call to action! For qualified donors (U.S., giving \$60+), the CTA is “Activate to Stream.” For under-qualified donors (U.S., <\$60), the CTA is “Increase to Qualify.” For prospects and lapsed donors, the CTA is simply “Join/(Donate) to Qualify.”

621,900 emails have been sent this year, and a healthy 21% of them (131,900) have been opened and read. 7,800 of those readers (6%) took some action like streaming and episode or activating their account, and 173 of those (2%) made donations to the station! With an average gift of \$67, these members pledged \$11,600!

In addition to the funds raised by the email, it’s also been directly responsible for over 1,600 activations of qualified donors who hadn’t yet taken advantage of Passport. As the analytics from CDP have shown, activations and streams have meaningful impact on member retention rates. This newsletter has the potential to be an ongoing source of new members and better-engaged members for KSPS year after year.

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

Our mailable list comprises 31,300 U.S. contacts (4,500 qualified, 900 under-qualified, and 25,900 prospects/expired members) and grows daily. To monitor performance, KSPS watches the following metrics: Weekly list growth. Open rate: We monitor email open rates on all three emails, but for us, the average hovers around the 20%. Click-through rate: We monitor how many openers click a link or button, and we expect approximately 5-7%. Conversion rate: Monitored using a source code within our donor management software, we keep an eye on the number of prospects converted to members by the membership ask in the final email. Ours hovers between 1% and 3%. We also test design elements, subject lines, landing pages and ask amounts every 6 months or so—long enough to gather meaningful data about any changes. One other standout statistic for this campaign is the near-infinite ROI. The initial setup took time and creativity, and there’s the ongoing weekly task of swapping the content and updating the contact lists; but the rate of return only increases over time.

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

KCTS 9’s Passport Picks inspired the entire project. Though KSPS’s current three-version weekly concept is now quite robust and stands on its own, we thank KCTS 9 for break trail. Additionally, the Passport Picks email is made possible by the weekly Passport Library updates published every Monday by Pete Van Fleet on MyPBS.org. Those updates are the skeleton for our content selections. We also use half of the newsletter’s content space to promote local productions.

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