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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. **Philanthropy**

Page 6: Philanthropy

Q15 Project Title

The Igniting the Spirit of Possibility Capacity-Building Campaign. A campaign to help build a strong and healthy community working together through public media. (final version)

2018 Development Awards - Application Form

Q16 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

The Igniting the Spirit of Possibility campaign's goal was to raise \$50 million, and was only the second campaign in the Nine Network's 64-year history (the first campaign's goal was only \$11 million). Donor support would help Nine expand its capacity to serve the community and to fully realize it's mission and vision for the St. Louis region.

During the campaign funding needs and focus areas were refined to three pillars and unrestricted gifts:

- Community Impact Fund (\$20 million goal): strengthen our ability to be a force for positive change in our region.
- Capital Fund (\$15 million goal): harness rapidly changing digital technology to create content for the public good.
- Future Fund (\$15 million goal): Build financial reserves for long-term sustainability and safeguard our tradition of excellence.
- Unrestricted Gifts: Building capacity of the organization by engaging members and major donors to support the mission of the Nine Network.

Initially begun during the closing years of the recession, the Nine Network campaign took an unconventional approach and set a unique challenge. While many other non-profit organizations in our region were stepping to the sidelines, Nine moved boldly ahead with the full and unfettered confidence and support of the development committee, campaign committee and the full board of directors.

Direction from Nine Network board leadership was to "just do it"; to avoid complexity with the involvement of outside resources or consultants, but rather to move forward using internal resources and to maximize board, CEO and staff connections, relationships and resources.

Beyond raising resources, the campaign was designed to increase awareness, expand the pool of major donors, provide 'high-touch' engagement with prospects at all donor categories, and engage our board, committees and volunteers more deeply in the mission and vision of Nine.

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Q17 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

To date, 27,357 have participated in the Igniting the Spirit of Possibility Campaign generating over \$52 million dollars in funding, and representing Nine Network members, major donors, corporations (local and national), foundations (local and national), and bequests (realized and future). Gifts have ranged from \$25 to \$1.3 million.

The Strategic Plan guided the campaign's conception with the aim to fully communicate the mission, vision and foundation of the Nine Network, the unique position of the Nine Network to use technology and community engagement for the public good, and the importance of sustaining our value to the St. Louis region for future generations.

Campaign activities included: development of the case for support and materials to enable campaign communications; events ranging from individual meetings to large-scale public events; refinement of donor recognition levels and permanent recognition opportunities; the development and use of on-air donor testimonials, and the quantification, use and analysis of media impressions to fully describe the multi-platform strength, reach and impact of Nine's work.

Community Impact Fund support made possible our ability to develop and seize program opportunities, both local and national. Specifically, funding made possible the American Graduate initiative, plus the expansion of community engagement activities, the development of the Community Engagement Guidebook, along with various local specials and documentaries.

Capital Fund support made possible the development of the Nine Center for Public Engagement and an innovative outdoor space, the Public Media Commons (<http://publicmediacommons.org/>). Funding made possible our compliance with government mandated channel reconfiguration and transmission improvements that broaden and strengthen our signal reach, along with new digital production and broadcast equipment and upgrades and improvements to our facility.

Future Fund support provides Nine with access to a large future revenue stream – the largest in the station's history! Future Fund gifts total more than \$18 million and will enable long-term sustainability of public media in our region; quality content that is trustworthy and easily accessible across multiple platforms; and the ability to serve children and adults as only public media can.

Campaign events culminated in the first-ever Nine Network gala – the Pioneer Spirit Gala (<http://www.ninenet.org/gala/>). - benefiting the campaign. The gala (September 9, 2017) themed Celebrating Our Past / Inspiring Our Future commemorated the 50th Anniversary of the public broadcasting act, and included keynote speaker Ken Burns. The gala committee included 130 members, over 450 guests attended the gala, and over \$500,000 in campaign support was raised. Burns also participated in a sold-out public screening and discussion of The Vietnam War earlier in the day, which attracted more than 1,400 guests (<http://www.ninenet.org/watch/national-programs/the-vietnam-war/vietnam-war-community-impact-report/>)

Campaign success was driven by the full and focused efforts of the Nine Network board of directors, staff, volunteers and our community. Special appreciation is due the many donors who made it possible for the Nine Network to Ignite the Spirit of Possibility in our region.

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Q18 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Key metrics and benchmarks include:

- To date, over \$52 million has been raised in our pillars and unrestricted gifts:

- o Community Impact Fund: \$12.4 million
- o Capital Fund: \$7.9 million
- o Future Fund: \$18.3 million
- o Unrestricted Gifts: \$13.7 million (built capacity for all three pillars to help meet our overall goal).

- Produced and broadcast donor testimonials across various donor segments, campaign giving, corporate giving, planned giving, and major gifts.

Q19 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

National and local content was developed, incorporated and leveraged throughout the campaign.

More than 300 Special screening events, VIP receptions and meet-and-greets were opportunities to connect donors to national and local content in a high-touch, high-quality shared-experience. Nine Network President and CEO Jack Galmiche included campaign key messages as a call to action in his remarks at all events. Post-event follow-up included campaign material, a request to meet to learn more about the campaign, and/or a campaign solicitation.

An impressive array of local specials and documentaries made possible by the campaign were used as examples of campaign success and impact, helping to maintain campaign momentum and enthusiasm.

Local series, specials and documentaries include: Donnybrook, Living St. Louis, Night at the Symphony, Feast TV, and an array of specials (<http://www.ninenet.org/watch/local-programs/nine-network-specials/>), including, St. Louis Teen Talent; GOV: Gentlemen of Vision; A Place Worth Saving: The Story of the Central West End; Smart People. Cool Places The Story of Cortex; and Wish You Were Here: A Century of Missouri State Parks.

Particularly impactful to the campaign was the ability to leverage Ken Burns' visit to St. Louis prior to the national broadcast of The Vietnam War (see impact report attached). This visit not only benefited campaign donor and prospect engagement but also broad community engagement with our work.

Community engagement staff brought together local veterans groups (including veteran's affinity groups at various local corporations) to form a veteran's community advisory committee. Nine also partnered with the Missouri History Museum as part of the relaunch of Soldiers Memorial Military Museum to collect and share the many untold stories about the war. Over 130 stories were collected from the community via this story collection project (<https://stories.ninenet.org/>).

Q20 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.

ISP_Brochure_PrinterSpreads.pdf (2.5MB)

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
