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Page 2: Tell us who you are!

**Q1 Contact Information**

Name	Jeff Grandy
Title	Major Gifts Officer
Station	Vegas PBS
Email	jgrandy@VegasPBS.org
Phone Number	702.799.1010

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Page 5: Membership

**Q9 Project Title**

Membership Travel Program

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

In 2011, Vegas PBS dramatically expanded its strategic Membership Travel Program in support of the 2009-2014 Community Impact Strategic Plan focused on enhancing community engagement. New staff with previous experience in conventions, state tourism and destination management groups were hired to create an experiential program-related travel program that included day and overnight trips within Nevada and to neighboring states such as Utah, California and Arizona. Some of our first trips included the regional Shakespeare Festival and riding historic rail lines in rural Nevada. The current 2015 – 2018 Community Impact Strategic Plan has five pillars, two of which reinforce the value of an experiential Membership Travel Program that we continue to expand:

- Create, refine and promote programs and services consistent with our brand
- Pursue funding streams that will ensure the sustainability of high quality programs and services

Viewers of public service media experience unidirectional communication. A growing travel program is designed to allow viewers to engage with station staff and volunteers. When successful, members who attend these trips will grow their annual contribution as it prompts members to make a larger gift to receive an experience beyond that of a typical premium.

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## 2018 Development Awards - Application Form

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

As a means to diversify revenue streams to ensure sustainability for the station, the Membership Travel Program provides members the opportunity to continue supporting Vegas PBS and receive a different kind of thank-you gift; one that involves an experience. The travel program provides a means for members to make additional gifts to the station throughout the year. This member acquisition and retention method provides the station the ability to further cultivate the relationship of these individuals who chose to identify themselves with the propensity to make larger gifts as a result of their affinity with the PBS branded travel opportunities.

Travel offers are communicated via the member magazine, through email, as well as through the creation of strategically placed on-air spots that are adjacent to programming that closely matches the experience that a member would receive should they choose to make a gift and travel with Vegas PBS. Travel extends the Vegas PBS brand beyond one's living room and out into our community. Due to the growing demand and success of our marketing efforts, in 2016 we began to double the capacity on multiple trips.

The Member Travel Program is an effective tool we utilize as a prospect pipeline for major and planned giving donors. Every trip is hosted by a Vegas PBS staff member who is trained by our membership department to engage members in conversation to cultivate relationships. Post trip, information is shared with the membership team for follow-up with members to further develop channels of unrestricted giving. Members who donate more than \$1,000 annually for the purposes of travel are invited to share in the exclusive benefits of the major giving organization known as the Charlotte Hill Society. Offering these benefits entices continuous travel year after year as donors enjoy the perks of membership.

In fiscal year 2016, total gifts for travel that were stewarded as major donors totaled \$90,948. In fiscal year 2017, revenue and donors from travel purposes grew to \$138,053. Members with transactional giving patterns increased their gifts of travel to continue their major donor benefits. Further incentivizing these members, travel guests receive a tax receipt at the end of the calendar year that totals their gifts to the station and recognizes the fair market value of goods received. As it relates to planned gifts, the travel experience elicits on average one additional gift intention every three months. The travel program provides an additional touch point for mid-level donors to experience the value of the station, thus helping them grow their annual and lifetime giving.

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## 2018 Development Awards - Application Form

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

Vegas PBS is located in Nevada's Clark County and serves the southern region of the state to include Nye, Lincoln and White Pine counties. Upon the formalization of the Membership Travel Program, the population of Southern Nevada was approximately 2.04 million people and has since grown to just under 2.3 million. During that time, membership has grown from just over 10,000 to just under 17,000 in 2018. A large part of the increase is a result of the additional number of retirees that have relocated to Clark County coupled with the recovering economy, with all positions that were eliminated during the economic downturn refilled as of 2016.

Beginning in 2011, two regional travel events were planned and marketed to our members. Fast-forward eight years to 2017 when a total of 13 sold-out day, overnight and international trips were executed for our membership.

Gross revenues over the last five years of the program represent an increasing trend:

2012-2013 \$133,923

2013-2014 \$251,923

2014-2015 \$250,262

2015-2016 \$367,661

2016-2017 \$382,657

When pricing trips, a 30% profit margin is included once all costs are factored. Fixed costs are spread across a minimum of 35 members. Profit margin increases as the motor coach reaches capacity.

For fiscal year 2016-2017, based on our current staffing resources and priorities for promotion within the available media at Vegas PBS, we are nearing the capacity of this revenue stream. It is also important to take into consideration the price per experience. We closely monitor our local competitors in the senior travel industry and attempt to be price conscious when at all possible. Since price is a factor in the decision-making process, we ensure that the intangible benefits of travelling with Vegas PBS sets us apart from our competitors. For example, on our upcoming trip to Switzerland, Burt Wolf of Burt Wolf: Travels & Traditions will join our group in Geneva for dinner.

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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)

In 2016, our local series Outdoor Nevada was re-booted and re-introduced to our market. This show explores the rural and urban sites that offer intrigue to Nevada residents. With the broadcast of this series, the volume of member input to our travel program has simultaneously grown. An increased number of individuals are offering their input to help shape our future travel schedules based on our local Outdoor Nevada show, as well as making future recommendations for our production team. This show reflects the growing interest in local travel related programs from our viewership. Being responsive to member feedback is important to consider and is also driving the growth of our travel program. Visit: <https://www.vegaspbs.org/tickets/> to view locally produced broadcast messaging for our travel program.

An annual trips brochure was published and distributed beginning in 2016 to our targeted membership of past trip attendees. We listened to our members as they desired a tool by which they could plan their annual local travel with the station. During 2016 we also offered a customized "Queen's Tour" of England which included location visits for Downton Abbey, Poldark and Doc Martin programs. Our 2018 brochure has since evolved to reflect the programming genre that best relates to our planned excursions.

To complement our programming, each trip receives its own 30-second promotional spot that is then ingested within the broadcast logs to appear before and after programming of the same genre. Specialized programming has even been developed to the extent of creating a pledge show pertaining to the international experience to ride the Canadian Rocky Mountaineer while exploring Canada's west coast.

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

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