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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. **Special Achievement/Innovation**

Page 7: Special Achievement/Innovation

Q21 Project Title

ATL PBA African Ancestry Experience ~ A New Way to Spark Donor Engagement

Q22 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

ATL PBA was looking for new ways to engage donors and offer a fresh take on premiums and incentives for giving. With the popularity of the Black Panther film and PBS programs like "Finding Your Roots," we knew that there was a major segment of our audience that might be interested in learning more about their African identity. We decided to partner with AfricanAncestry.com to create a unique donor event. Station supporters had to attend the event to learn their African country of origin, which gave us an opportunity for deeply personal, face-to-face donor cultivation at the event.

Q23 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

"ATL PBA offered an exclusive opportunity for viewers to discover their family's roots. The station planned African Ancestry Experience, an event with Dr. Gina Paige, the co-founder of AfricanAncestry.com. For non-sustaining gifts of \$350, viewers received two tickets and a DNA test kit, with the promise of a public reveal of their [African] country of origin at the July 19 event. (Tickets to the event without the test kit were available for \$100, also at a non-sustaining level.)"

Source: <http://www.pbs.org/development/2018/09/05/atl-pba-african-ancestry-member-experience/>

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*Event venue and food were in-kind donations

- TV Spots aired March through June the following programs: Finding Your Roots, Africa's Greatest Civilizations, African American Museum, Still I Rise: African Americans Since MLK
- TV Spot Copy: From Ghana to Nigeria. Cameroon to Ivory Coast. Find YOUR Roots with ATL PBS! Join us for an exclusive evening with special guest Dr. Gina Paige, founder of AfricanAncestry.com. Enjoy music, art and film – all while you learn how to discover your Tribe and explore your Country of Origin. Join us for this special African Ancestry Experience on Thursday, July Nineteenth at 7 pm at Auburn Avenue Research Library. For tickets and more information, visit atlantapbs.org/tickets or call 678-686-0335.
- Radio Spots – aired June/July
- Local TV Pledge host demonstrated the DNA swab in the Pledge Breaks.
- Event Description:
 - o Served as a unique and meaningful “experiential premium” to attract a diverse group of donors – who may otherwise not have supported the station
 - o Inspired identity insights similar to what celebrity guests experience in the “Finding Your Roots” PBS program
 - o Explained genetic ancestry tracing and it's connection to historic, cultural and social experiences of African Americans
 - o Shared Ancestral DNA Reveal (Country of Origin) and Q&A with African Ancestry company founder, Dr. Gina Paige
- ATL PBA Members who pledged for DNA Kit learned results at the event.
- Lesson learned: pre-event communication should stress deadline for submitting DNA test swab; and ancestry reveal is in public and on stage.
- Test offering this event earlier in the year (Fall/Winter/Spring) before family reunion season begins.
- VIP Seating and Pre-event reception for members – this made the event run more smoothly logistically; and made donors feel more special!
- Event Attendees/ ATL PBA Members will be invited to travel opportunities, invited to follow-up events where they can connect with their “new family” – other people from their country of origin.

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- Test group travel opportunities --- Smithsonian African American Museum, African Countries of Origin (Cameroon, Ghana, Guinea Bissau, Mali, Senegal, Nigeria, Ivory Coast, Sierra Leone)

- Station staff recorded Testimonials at the event for use in future pledge drive.

- Feedback from ATL PBA members:

"It was an informative, moving, transformational experience."

"Wow. I never thought this day would come where I would know where I'm really from."

"This is a gift I can pass on to my children and grandchildren... my entire family."

"Looking forward to the next event!!"

"I want to donate to receive more information about Africa (DVDs, Books)"

"All these years I've been traveling to Ghana, because I assumed that's where I'm from. But now I'm going to make plans to travel to my country of origin - Cameroon"

Q24 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

- Results

of pledges for DNA kits = 33 (@\$350 level)

of pledges for event tickets (no kit) = 4 (@\$100 level)

of people who attended event = 104 (includes 74 donors and 30 non donors – staff, community leaderships, prospective donors)

Total raised: \$12,150 (not bad for a first time test!!)

Total # of pledges: 37

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Q25 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

We produced pledge breaks and spots that aired around:

- Finding Your Roots
- Many Rivers to Cross
- Africa's Great Civilizations
- Other History Programs

We also produced testimonials with members who received their DNA test results at last year's event. We're currently airing the donor testimonials in pledge breaks and spots to promote tickets to our next ATL PBA African Ancestry Event, which we're planning for this summer.

Take a look:

ATL PBA AFRICAN ANCESTRY PLEDGE BREAK:

<https://pba-send.mediashuttle.com/download.jsp?id=af8834cb-b891-4134-ad9e-ebc0692d5dfe>

ATL PBA AFRICAN ANCESTRY TESTIMONIALS PROMO:

<https://pba-send.mediashuttle.com/download.jsp?id=1e0c60a6-ec3c-4148-a74d-63404a346e28>

Q26 Do you have any supporting materials or items to upload? (optional) **No**
