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Page 2: Tell us who you are!

Q1 Contact Information

Name	Jen Newmeyer
Title	Director of Digital Engagement & Fundraising
Station	UNC-TV
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Page 3: Award Categories

Q2 Select a category. **Membership**

Page 5: Membership

Q9 Project Title

UNC-TV: Digital Engagement for Online Success

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 2016, UNC-TV made a strategic decision to grow online fundraising by hiring its first Digital Fundraising Manager, Jen Newmeyer. With her 10+ years of experience growing online revenue for other nonprofit organizations, Jen set to work creating new digital campaigns, cultivating PBS prospects, launching the Google Ad Grant, and breaking down silos to partner with internal departments on integrated fundraising efforts. As such, online giving grew by 70% from \$830,000 to over \$1.4 million.

With these new initiatives in place and gaining momentum, the FY18 focus shifted to not only maintaining the \$1.4 million online giving revenue but also utilizing innovative strategies to engage existing online audiences and acquire new members. Following a departmental restructuring in late 2017, Jen was appointed Director of Digital Engagement and Fundraising with social, on-air, annual giving and audience services falling into her department.

In conjunction with the UNC-TV growth funnel, the team aimed to utilize online ads, re-targeting campaigns and giveaways to acquire and cultivate new audiences as well as building on existing online initiatives to grow revenue.

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

Activities included:

Online Drawings and Trivia – The team launched drawings for returned premium items in clever themes such as a Foodie Survival Kit during Thanksgiving and a “Won’t You Be Our Winner” Mister Rogers themed box during the premiere of the broadcast show. PBS Nerd Trivia engaged audiences during the March on-air fundraiser and a “Regal Swag Pack” was offered for participation during the Royal Wedding broadcast. In all, over 6,300 people participated over 8,500 times. 72% of these individuals were new prospects and these activities engaged 23% of existing members.

Facebook Recapture Campaigns – The team utilized Facebook ads to target PBS Prospects, individuals who opted-out of emails, and those that are receiving emails but hadn’t opened one in over a year. The audiences ranged from 50,000 to 65,000 individuals. The ads were launched in a four-week, four-part series with a different topic each week ranging from email signup (for prospects), Passport promotion, drawing participation, and fundraising asks. They averaged 33,000 impressions with over 2,000 click-throughs.

Strategic Email Promotions – In addition to the weekly eguide and fundraising emails, the team sends engagement emails to supplement the schedule and enhance the offerings to the online audience. During the holidays, the emails focus on recipes, drawings, and related programming. Passport emails are sent at least once a month as the schedule allows. These emails average a 4% higher open rate compared to the weekly eguide (14% vs 10%).

Social Media Ambassadors Program – In 2018, the team launched a successful volunteer program in which highly engaged individuals with strong social media followings could participate in helping UNC-TV expand the impact of campaigns and high-priority activities through their online channels. An exclusive Facebook group gives them access to our scripts and assets, as well as giving them the opportunity to network with each other. We have hand-selected 18 ambassadors from seven regions of the state. 75% of them have converted from non-members to sustainers.

Online and Social Campaigns – We continue to build on our annual digital revenue campaigns: End of Year, End of Fiscal Year and Giving Tuesday. In 2018, we launched several social-only fundraising campaigns with a combination of Facebook live events using hosts from our local programs at partner locations in North Carolina. With over 200,000 impressions, we had nearly 900 engagements, over 5,500 views, raised over \$3,500 and utilized Facebook’s native donation form platform for an additional \$500 for the initiative.

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

In FY18, our online revenue grew by 28% to just over \$1.8 million. Passport transactions increased by 60%. We had a 25% growth in fans on our social channels (Facebook, Twitter and Instagram combined) to over 100,000 and we had over 30 million impressions of our social media posts.

From one of our social media ambassadors:

"It's been a real pleasure working with y'all. It's easy to spread the word for something that I already love."

From one of our club leaders that participated in the new online initiatives:

"We can't begin to express how grateful we are for your creativity, enthusiasm, and innovation. After 21 years of raising funds for [the club], we feel renovated by the new ideas and initiatives you've introduced and can't wait to see what else the future holds!

From a donor to one our social fundraisers:

"I'm a monthly donor but in the spirit of promoting local programming, I just made another donation. I encourage everyone to do the same. Budgets are tight and UNC-TV is the only venue for home-grown TV."

From a partner we engaged for the social fundraiser:

"Good Morning, Everybody! My Home NC at UNC-TV is raising money to support their great storytelling projects in NC. They're the fine and very talented folks who did the video on my Backroads Photography that is now being featured on PBS... Please try to donate some very much needed money!"

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

We leveraged national content using digital engagement tactics to further enhance the marketing of the program. For the premiere of Won't You Be My Neighbor and BRIDGES: In Concert From Madison Square Garden with Josh Groban, we targeted audiences, both members and prospects, with drawings for a prize box and autographed microphone. For the live broadcast of the Royal Wedding, we utilized trivia and a drawing for a "Regal Swag Pack" paired with targeted emails and online ads.

From our social fundraisers, we not only leveraged our local content, we engaged the individuals and companies featured in the show to become partners and ambassadors by providing them with a toolkit to make sharing easy!

Within our holiday engagement emails, we feature national and local programs that pair well with the theme of food and holiday activities.

Q14 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.

Dev Award UNC-TV - Digital Engagement for Digital Success_Supporting Doc.pdf(916.5KB)

Page 11: Tell us more!

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Q32 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.

We think you've been doing a great job... thank you!
