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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

Charting a Bold Future: Maine Public's Comprehensive Campaign Combining Major Gifts and Membership Assets

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

Maine Public's executive leadership and Board of Trustees sought to broaden the vision for philanthropy at Maine Public through Charting a Bold Future, a comprehensive campaign to strengthen the financial stability and outlook for our organization. Our anticipation was that this would not only strengthen the ability to secure gifts for this campaign, but it would also lay the ground work for Maine Public's Major Gifts and Membership programs well into the future.

By designing Charting a Bold Future as a comprehensive campaign – one that would include membership, annual fund, planned giving, and major, strategic gifts – Maine Public grew the profile of the campaign and organization with a \$30 million goal from 2013-2017. Not only would this goal include substantially increasing operational revenue over four years, but we hoped to refocus fundraising efforts around core areas of strategic growth: local journalism; classical and cultural programming; digital and online capacity; and the future growth of public media in Maine. Furthermore, a campaign of this unprecedented profile for the organization would, we anticipated, increase Maine Public's profile in our state as a recipient-of-choice for philanthropic investment among existing and new donors.

To accomplish this, Maine Public's Development staff overcame hesitancy and opposition, both externally and internally, in what came to be a major shift in culture. Upon researching other public broadcasting stations in the system, and speaking directly with the team at Greater Public, it did not seem there had yet been a public broadcaster that had taken on a comprehensive campaign. There were no any concrete reasons given as to why that had not yet happened, but there seemed to be a fear that it would be impossible to message a comprehensive campaign to audience members over the air, and a general sense that "it's not the way we do it" in public broadcasting. However, through intensive engagement with donors, on-air explanations of funding structures, and leveraging our closest donors and allies, Maine Public was successful in educating much of the state, and succeeded in surpassing our goal, both in terms of operating revenue and strategic investment funds.

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

To make Charting a Bold Future a success and truly engage Maine Public's prospective major donors and audience members, our Major Gifts staff invested fully in the process of moves management and undertook steps in prospecting and wealth screening, placing donors along the moves management spectrum, cultivating and networking, and more. These steps combined with a re-focusing of our fundraising language to emphasize the strength of Maine Public and the impact of our donors' gifts, lending a sense of momentum to Charting a Bold Future.

Through Maine Public's 2013-18 strategic planning process, leadership and development staff built Charting a Bold Future around specific themes for organizational growth. These planks were:

- Inform...building the future for trusted, local journalism for all of Maine by investing in deep, meaningful series of reports, as well as staff in reporting, editing, producing.
- Inspire...creating a dedicated platform for classical music and cultural programming by creating Maine Public Classical, a 24/7 FM network for classical and jazz music, and highlighting local cultural partners.
- Connect...building Maine Public as a digitally-oriented media organization through investments in improved online presences such as a revamped website, mobile app, PBS Passport, and increased video/audio content for our digital spaces.
- Strengthen...ensuring that the future of Maine Public is bright, through the planks above, via increased operational revenue, and by engaging the next generation of our audience through the launch of High School Quiz Show: Maine, The Maine Education Project and Raise Your Voice, and the PBS Kids channel.

These planks were designed to best engage our known universe of major donors, as well as to engage potential major donors, and all the while, better educating membership-level donors and general audience members.

Armed with more research, first-hand knowledge, and concrete strategies, staff leveraged the significant connections of our Board of Trustees and engagement through a series of campaign-themed events to deepen relationships with our donors, ultimately culminating in requests for support at a level previously unthinkable for our organization. Through Charting a Bold Future, Maine Public received its largest-ever gift of \$2.4 million, and received record numbers of six-figure gifts, as well as new donors at its Beacon level of \$1,200 and higher.

To cap off the campaign, Maine Public also designated June 13, 2017 as a one-day pledge effort on Maine Public Television, Radio, and Online. Before this one day drive, our entire membership database was mailed solicitation letters, and were asked to support the campaign. With special programming, unique "thank you" gifts, and dedicated testimonials and spots produced specifically for the event, Maine Public leveraged its dual license and digital/social media channels, including our app, to broadcast the opportunity to contribute to a successful campaign to its full audience. Furthermore, by hosting a live, two-hour television special, Maine Public capitalized on the phenomenal new programming and sizzle reels available from the recently-held PBS Annual Meeting, including Ken Burns' The Vietnam War. This one-day capstone effort gained Charting a Bold Future an additional \$263,000 and thousands of new donors.

Ultimately, this unique comprehensive campaign garnered a total of nearly \$35 million, including \$6 million in all-new strategic major gifts, all while increasing membership and annual fund revenue – a tremendous success for Maine Public's future!

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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)

Most importantly, Charting a Bold Future allowed for more revenue and increased donors to flow into Maine Public. Between its Fiscal Years 2014 and 2017, Maine Public saw increases in all areas of development:

- Secured a \$2.4mn lead gift, largest in Maine Public's history
- Major/Strategic Gifts increased by more than 183%
- Annual Fund (Beacon Donors of \$1,200 and above) increased by 18%
- Membership revenue increased by more than 27%
- One-Day Charting a Bold Future Pledge Celebration Revenue = \$263,000 (on an internal goal of \$225,000)

New revenue was increased dramatically while simultaneously increasing support from existing donors, countering an early worry of some at the outset of the campaign. This was also accomplished during a re-branding process and the launch of Maine Public Classical, which split off our classical music programming to a distinct FM network – a strategically disruptive decision, culminating in six new FM signals across the state and more than 150 hours per week of classical and jazz programming.

Charting a Bold Future also allowed Maine Public to increase its local newsroom capacity, hiring a new Morning Edition Producer, a Senior Editor, and notably, a journalist and project coordinator for The Maine Education Project, an in-depth series from classrooms all around Maine. This includes Raise Your Voice, which gives students a chance to speak, broadcast, and write about their experiences in our state's schools.

Maine Public also launched a series of initiatives designed to engage the next generation of public media. In addition to revamping our website and producing our first mobile app, we piloted High School Quiz Show: Maine in partnership with WGBH to showcase academic achievement on television. Maine Public also began recruiting college students for the Jim Dowe Public Media Internship, during which, interns learn deeply about the multiple facets of producing, writing, reporting, and administering public media.

In the end, Maine Public has greatly benefitted from Charting a Bold Future; through the support garnered over the last four years, Maine Public's audience numbers have increased by more than 30%, a welcome sign for continued future fundraising from new and current members.

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

Throughout the Charting a Bold Future campaign, Maine Public leveraged both national and local programming in its fundraising efforts. Certainly, in each of its planks, our development staff were able to call upon the importance of many critically important programs.

Journalism: local reporting on Maine-based issues, PBS NewsHour, NPR, Frontline, BBC, Washington Week, and more.

Classical/Cultural: Maine Public's Classical's Morning Classical with Robin Rilette and Friday Night Jazz with Rich Tozier; American Masters, Masterpiece, etc.

Digital/Online: PBS Passport and online streaming was an enormous component of Maine Public's digital fundraising.

Future Sustainability: PBS Kids channel and app; and High School Quiz Show: Maine (in cooperation with sister stations WGBH, New Hampshire Public TV, and Rhode Island PBS).

These complemented fundraising efforts on radio, via local content and that from NPR, APM, and the BBC.

Furthermore, during Maine Public's one-day Charting a Bold Future celebration on June 13, 2017, we were able to leverage so many of the assets on television that draw our audience to us. These included our own series of short films (Out & About), scenes from our local broadcast of the Maine High School Basketball Tournament each winter, and High School Quiz Show: Maine. These were interwoven with the wonderfully exciting assets from PBS – sizzle reels from the Annual Meeting, previews of audience favorites like Masterpiece, NOVA, and Finding Your Roots, and a sneak-peek at The Vietnam War by Ken Burns and Lynn Novick, which was an enormous hit with our audience. These assets were critical to the success of the one-day event. (We would love to be able to share these videos with you for your submission, if that would be helpful, either by upload or sending you a link; it doesn't seem to be possible to upload via this form, but we would welcome the chance to share our work. Thank you!)

Q20 Do you have any supporting materials or items to upload? (optional) **Yes**

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. **Not sure**

Q33 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 would like the opportunity to upload video to the application, in addition to our PDF assets.
