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Page 2: Tell us who you are!

Q1 Contact Information

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Q9 Project Title

WETA breaks \$100K in Giving Tuesday online fundraising

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

Nationally, arts and cultural organizations receive nearly 20% of all annual giving on Giving Tuesday, but public broadcasting has been slow to seize this opportunity. WETA was encouraged by its Giving Tuesday 2016 success and set a goal of a 50% increase in revenue for Giving Tuesday in 2017 over the prior year through an integrated email and web campaign, and through a complementary ask of current sustainers.

Giving Tuesday is the kick-off to WETA's year-end fundraising efforts and thus an opportunity to maximize revenue and test new fundraising strategies that could drive strategy for online fundraising through December 31.

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

WETA's 2017 Giving Tuesday strategy devoted all web communications and assets to an integrated campaign including dedicated emails, lightboxes on WETA's website, and social media promotion all featuring the first-ever triple match opportunity. The Campaign efforts meant a 100% increase in revenue compared to 2016.

WETA 2017 Giving Tuesday Strategy:

- Introduced file to Giving Tuesday one week in advance with a Thanksgiving-themed stewardship email that included a P.S. reminder about Giving Tuesday with an opportunity to participate early.

- Featured a unique triple match in all of our communications (the first time a triple match was used)

- Offered a "Sneak Peek" opportunity to access the triple match the day before Giving Tuesday to active donors.

- Added a third hard email appeal on Giving Tuesday in the evening compared to two emails from 2016

- Tested out donation form ask strings based on a member's previous gift amount. For example, the test group of our members who previously gave \$150+ landed on a donation form with higher gift amounts vs the control group, which landed on a donation form with our standard ask amounts.

- Added a new offer to credit card sustainers focused on converting to EFT giving rather than making a one-time gift, with the subject line: "What if I told you there were something you could do this #GivingTuesday without costing you a thing?"

For more information about the campaign's success, please see full blog post: <http://www.pbs.org/development/2018/01/04/weta-raises-100000-for-giving-tuesday-with-record-breaking-email-series/>

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

- Over 100% increase in revenue compared to 2016.

- The three Giving Tuesday emails were each among the top ten performing emails in revenue for all of 2017. Open rates, click through rates, unsubscribe rate, bounce rates, were consistently on par with our average rates for other successful fundraising appeals.

- Donation amount ask string test won over the control with 46% more total revenue, An average gift amount \$41 greater than the control average gift, and 21% more individual gifts.

- Lightbox revenue in 2017 increased by approximately 300% compared to lightbox revenue in 2016

- Out of approximately 15K credit card sustainers, 23 converted to EFT. 6 of those upgraded their monthly contribution for a total increase in monthly revenue of \$26 (avg. increase of \$4.33/month). WETA also received positive feedback from some of our members—particularly with our credit card sustainer email asking them to convert their gift to an automatic deduction from their bank accounts.

Please see supplemental documents for detailed metrics of success.

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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)

The triple match approach focused on just how much a donor's gift would support WETA's national and local programs by increasing their impact three fold. For example, we used the below approach to convey the level of support for local and national WETA content:

Here's what that means for your gift:

Your gift of \$150 → \$450

Your gift of \$250 → \$750

Your gift of \$500 → \$1,500

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