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COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, April 22, 2019 12:04:29 PM
Last Modified: Thursday, April 25, 2019 5:18:36 PM
Time Spent: Over a day
IP Address: 38.103.27.66

Page 2: Tell us who you are!

Q1 Contact Information

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Page 3: Award Categories

Q2 Select a category. **Membership**

Page 5: Membership

Q9 Project Title

“Make the Switch”: An Integrated EFT Conversion Campaign

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

Sustainer programs suffer from the plague of expired credit cards, and one way to address that is to increase the number of EFT sustainers on your file. WETA had done some limited, low-effort test campaigns designed to bring in more EFT sustainers, but results had been modest, with a trickling of positive conversions but nothing we could report as a successful, cohesive campaign. Our goal was both 100 new EFT sustainers as well as overall value increase over time for our holistic sustainer program.

2019 Development Awards - Application Form

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

Anticipating that a concerted EFT effort could bring an increase in conversions, prior to the August TV pledge drive, WETA launched a two-week, multi-channel EFT conversion campaign, with a goal of 100 switches. We called the campaign "Make the Switch" and created assets around it that were used consistently through each channel. It also came with a deadline incentive in the form of a matching contribution. An initial email pitch to become an EFT sustainer was supported by two separate TV spots: a fun, clever one to build awareness and another that was more functional. WETA's classical 90.9 FM radio station broadcast 20-second spots supporting the effort, and direct mail pieces included a buck slip promoting the switch. Follow-up emails continued through the campaign. Finally, WETA.org placed a bold "Switch" ad on its homepage throughout the campaign. All campaign elements promoted a vanity URL directing donors to weta.org/switch.

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

The goal was one hundred switches. Ultimately, 198 supporters switched to EFT. This included 44 gift upgrades and even 53 new pledges. Those numbers represented a 164% increase in switches over the same period in 2017. Equally importantly, the impact of the campaign carried over into the August TV pledge drive. In Aug17 TV Drive, we had 83 EFT sustainer gifts (5.1%). This more than doubled to 190 EFT sustainer gifts (11.7%) in the Aug18 TV Drive.

WETA posted the results of our test as well as an offer to share our creative as a "tool kit" to Our Neighborhood and the Pledge Chat Yahoo forum. Thus far, 31 stations have requested our materials.

A comment from a station member on our campaign on Our Neighborhood was as follows: "This is a fantastic campaign example...as soon as we're ready to tackle EFT, we'll be referencing your work here. Bravo to all involved!"

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

Specific programs were not called out, but the copy did reflect that their "switch" would make their support of the programs they love go farther. For instance, from a TV spot: "It is easiest for you since you won't have to worry about credit card cancellations, and best for WETA because it saves us credit card processing fees so more of your gift goes towards the programs you love."

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.

Switch samples.docx (753.2KB)