# #27

**COMPLETE**

| | |
|---|---|
| **Collector:** | Web Link 1 (Web Link) |
| **Started:** | Thursday, April 26, 2018 7:48:12 PM |
| **Last Modified:** | Thursday, April 26, 2018 7:49:28 PM |
| **Time Spent:** | 00:01:16 |
| **IP Address:** | 66.193.33.18 |

## Page 2: Tell us who you are!

### Q1 Contact Information

| | |
|---|---|
| Name | **Skyler Reep** |
| Title | **Membership Director** |
| Station | **KSPS** |
| Email | **sreep@ksps.org** |
| Phone Number | **5094437721** |

## Page 5: Membership

### Q9 Project Title

KSPS Automates Sustainer Recapture with Pay Method Upgrade Email Series

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

Sustaining members are a vital part of the KSPS membership strategy, and retaining them is one of our highest priorities. The most common reason for the cancellation of sustainer pledges was credit card expiration. We hoped to attack this problem aggressively and proactively with a series of emails aimed at sustainers whose cards had expired or were about to. Not only would we ask them to update their payment method, we'd also use the opportunity to attempt to convert them to electronic funds transfer (EFT) a cheaper, more secure, and non-expiring pay method. The goal was to recapture 50% of expired sustainers.

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

Borrowing heavily from the sustainer recapture email concept outlined in the PBS Sustainer Growth Initiative (SGI) we built a six-part email series. Each month, credit card sustainers whose cards are about to expire are downloaded from our donor management system, uploaded into our email marketing program, and queued up for six monthly emails. Email 1: Your card will expire in 2 months. Email 2: Your card expires next month. Emails 3-6: Your card has expired! If the donor updates his/her pay method, they're excluded from receiving the rest of the series.

The email series augments existing telephone and postcard procedures KSPS uses to reach expired sustainers and has magnified our recapture success by orders of magnitude.

578 emails have been sent to the 195 sustainers whose cards have expired since project launch (six months). A healthy 57% of them (329) have been opened and read. A remarkable 145 of those readers (44%) clicked a link, and an unheard-of 85 (59%!) of those (2%) of those completed the action of updating their payment method to continue their sustaining membership. Those recaptured pledges are worth $13,500/year to KSPS, though the current rate of performance should rescue about $30,500 from approximately 200 donors over a full twelve months!

In addition to the sustainers recaptured by the email series, nearly 40% of them have upgraded to the EFT payment method—saving KSPS transaction fees and ensuring they won't expire again in the future.

**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 the six months the recapture series has been running, 195 sustainers have been added to the list; and 85 have been removed by competing the payment upgrade action. To monitor performance, KSPS watches the following metrics: Weekly list growth. Open rate: We monitor email open rates on all three emails, but for us, the average hovers above 55%. Click-through rate: We monitor how many openers click a link or button, and we have learned to expect (amazingly) upwards of 40%. Conversion rate: Monitored using a source code within our donor management software, we keep an eye on the number of prospects converted to members by the membership ask in the final email. Ours very nearly reaches 60%!  We also test design elements, subject lines, landing pages and ask amounts. One other standout statistic for this campaign is the near-infinite ROI. The initial setup took time and creativity, and there's the ongoing monthly task of updating the contact list; but the rate of return only increases over time.

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

The idea and much of the content of the emails comes from our work in the PBS Sustainer Growth Initiative (SGI), so we're grateful for the opportunity to have been part of that cohort.

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