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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

A Memorable Evening

2019 Development Awards - Application Form

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

Due to rapid growth, Las Vegas has struggled to develop a medical infrastructure at the same pace as its population. This has resulted in shortages causing many Nevadans to feel the need to leave the state to receive quality specialized care. The goal of this project was to call attention to highly specialized care and research for Alzheimer's and other brain-related diseases now taking place in Las Vegas at the newly constructed Cleveland Clinic Lou Ruvo Center for Brain Health (CCLRCBH). The fundraising event was centered around a series of Vegas PBS documentaries reporting on the diseases of the brain and world-class research now being done in our community.

Power of Love, the first documentary in a projected series, seeks to make viewers aware of the globally recognized Alzheimer's work now taking place in Las Vegas. Future programs in the series will cover Parkinson's, Multiple Sclerosis, Huntington's and related brain diseases and encourage participation in clinical trials. These documentaries help establish Vegas PBS as a trusted source of news and information on brain disease.

Development professionals in public service media at the local station level often face a dilemma as to whether the content or its funding comes first. Vegas PBS found a possible solution in partnering with the CCLRCBH for a special advance screening of the first documentary, using it as an opportunity to build funds for the next program in the series. The initial event fundraising goal was \$50,000, approximately half the budget of a one-hour local history documentary.

In addition to the funding goal, the event sought to establish credibility among CCLRCBH supporters, many of whom were not previously supporting Vegas PBS; to explain the world-class brain research and care now in Las Vegas; and to support the Vegas PBS mission to provide important health-related content to the community.

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

"A Memorable Evening" celebrated the local videography of Vegas PBS, shared the stories of those affected by neurological disorders and convened philanthropically-minded individuals to support brain health.

Following the completion of the documentary, Power of Love, A Memorable Evening was executed in less than 8 weeks by existing staff. Intentional event design elements included special food and beverage to stimulate brain activity; a multi-platform brand-consistent messaging campaign featuring local celebrities; and even consideration of theming the event in purple on the first day of National Alzheimer's Disease Awareness Month to strengthen the connection to the cause.

The event demonstrated the positive communion between a public service media organization and a world-class health facility. Donor audience engagement is paramount to the success of future collaborations between both organizations. As CCLRCBH is contemplating a capital campaign for facility expansion, the Vegas PBS documentaries will help play an important role in building community awareness during the quiet phase of the campaign. This role is explained to common donors to both organizations and is expected to benefit both organizations. Immediate event success was evident, as we surpassed the financial goal by more than 200%. Success also can be measured in sponsorship support by local businesses, the collaboration among staff teams of two very different organizations and the intentional event design elements which brought to life the messaging of the broadcast.

The special screening fundraiser for Vegas PBS was held on 11/1/18 in the Keep Memory Alive Event Center at the CCLRCBH, the Frank Gehry-designed Alzheimer's treatment and research center that was the focus of Power of Love. In line with the CCLRCBH palette of choice, the night had a purple theme, and guests were asked to dress accordingly. Celebrity chefs donated their time and staff to produce brain-healthy foods and beverages. All food, beverage and labor were donated by the CCLRCBH and Keep Memory Alive benefactors. A silent auction of limited high-value items was also held during the event.

The event resulted in coverage by commercial stations and other mainstream media leading up to and for many months following A Memorable Evening.

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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)

Gross event revenue was \$159,641.17, including both cash and in-kind donations raised through the collaborative efforts of membership and corporate support departments. Net revenue was \$113,186.20, making this the most successful such event in Vegas PBS history. Among the 232 people in attendance, 164 new donors with high giving capacity and an affinity for health-related programming became connected to Vegas PBS. Seven previous donors of Vegas PBS initiated a major gift of more than \$5,000 prior to 2018 year-end as a direct result of attending A Memorable Evening. Underwriting sponsorship for future health-related documentaries has been secured from 2 donors into the foreseeable future.

Numerous private and public re-broadcasts of the program were held within the community, with more than 500 requests for special web access to the television program. Over 2,500 DVDs were requested and produced for local distribution.

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

Power of Love premiered on 11/5/18 at 10 p.m. with a 0.21 rating, reaching 2,605 people, and the Live +7 data dramatically increased our audience, which was elevated to a 0.6 rating, reaching more than 7,398 people. This is the highest lift on a local documentary production in more than 11 years. Through additional broadcasts of the program, the total television viewership reached more than 29,400 people in November 2018.

During November and December 2018, unique online viewership of the documentary occurred on 593 devices. The reach stretched beyond Las Vegas and notably in markets in Ohio, North Carolina and California.

Companion programs aired by Vegas PBS immediately following the premiere broadcast of Power of Love, included the national PBS program Alzheimer's: Every Minute Counts. In the following weeks Robin Williams Remembered was included in the broadcast schedule. Williams suffered from Lewy Bodies, a neuro-degenerative disease.

Additional local focus was extended by the station when a special edition of its issues-oriented local program Nevada Week gave a voice to caregivers to express their experience with their loved ones who suffer from neurological disorders. Nevada Week leveraged social media and web content to facilitate access to community resources for those filling the role as caregivers.

Q20 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.

Vegas PBS 2019 Philanthropy Award Application Photo Collage.jpg(5.6MB)

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.

Additionally digital information in support of the Philanthropy Award can be found:

Nevada Week

<https://www.vegaspbs.org/blogs/nevada-week-season-1-episodes/addressing-alzheimers-nevada/>

Power of Love: Document Promotional Assets

https://www.dropbox.com/s/zsowzxt76lfrtb/POL%20Promo%2060sec_1.mp4?dl=0

A Memorable Evening: Event Promotional Assets

<https://www.flickr.com/photos/vegaspbs/albums/72157703170332304>

<https://www.dropbox.com/s/er9nb1wsvxqm6ov/M2801.mp4?dl=0>

<https://www.dropbox.com/s/er9nb1wsvxqm6ov/M2801.mp4?dl=0>

<https://www.dropbox.com/s/5m4kmnwifkcq3m2/Rick%20Moonen%20Ruvo%20V3.mp4?dl=0>

<https://www.dropbox.com/s/ulqi9op2brja7ax/Mark%20Sandoval%20Ruvo%20V3.mp4?dl=0>

<https://www.dropbox.com/s/823kl3oliuiz15n/Jody%20Ghanem%20Ruvo%20V7.mp4?dl=0>

<https://www.dropbox.com/s/0eicbx2yxhw4ofc/Bruce%20Lou%20Ruvo%20V3.mp4?dl=0>
