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Page 2: Tell us who you are!

**Q1** Contact Information

Name	Debbie Hamlett
Title	Assistant GM- Development/Marketing
Station	NET Nebraska
Email	dhamlett@netNebraska.org
Phone Number	402-470-6380

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Page 3: Award Categories

**Q2** Select a category. **Membership**

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Page 5: Membership

**Q9** Project Title

Sustaining Success with EFT Donations

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

To increase EFT giving with new sustainers and to convert current credit card donors to switch to EFT method of giving

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

multi-platform approach using online, direct mail, on air to outline cost benefit to the station and ease of giving through EFT

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

FY17 sustainer giving via credit card retained at 64.9% while new EFT sustainers retained at 90.1%. Metrics were tracked through Donorcentrics reports as well as Allegiance reports.

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## 2019 Development Awards - Application Form

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

n/a

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

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Page 10: Additional Items

**Q31** Please upload all materials as a single document.

**Development Award entry NET Nebraska EFT Conversion 2019.docx(746.2KB)**

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