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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

Employee Giving Campaign

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

First ever employee giving campaign, intended to educate our staff on importance of participation, remove silos, encourage creativity and aid in fundraising.

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

In the spring of 2017 we embarked on our first ask to our staff for support. The project was met with much push back. We began by reaching out to current champions of giving to help with the ask. We also created an online landing page with frequently asked questions, 10 reasons to give and an easy online donation form. We also created something never seen in a non-profit, an Employee Giving Fund- a place to designate their gift to future projects for colleagues to support new, creative ideas not currently in the budget. These funds were also matched by our organization. Also formed a Employee Giving Fund committee- a cross section of most departments in the organization to vet the applications.

2019 Development Awards - Application Form

Q18 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

When we began in 2017 we had 28% participation. After our first campaign (just prior to the end of the fiscal year) we ended with 58%. Last spring we brought the total to 78%. The first project funded was our radio team going to Puerto Rico in the aftermath of Hurricane Maria- a project which was not budgeted- but required a \$10,000 need. This year's winner is a documentary on student mental health issues, Student Mental Health: Crucial Conversations which featured insights from student and mental health advocates.

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

The first project funded dozens of local stories, digital pieces and photographs, national radio stories and 2 videos for NPRs Instagram account, not to mention over 1,000,000 Facebook Video Views. In addition, this CT Public Radio initiative has sparked a collaboration with CPTV, as we premiered The Island Next Door: Puerto Rico and Connecticut After Hurricane Maria September 20, 2018. Student Mental Health debuted April 18, 2019 and we expect the same type of leverage. As a major donor officer, I also found that my donors loved that we support our own organization and loved the concept! Not to mention the greater ability when reaching out to foundations for grants- being able to say we have 78% staff giving is a huge bonus! We also have been able to break down silos within the organization, coming together for a greater purpose!

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.

Application for PMDMC Award.docx(2.1MB)
