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Page 2: Tell us who you are!

Q1 Contact Information

Name	Trish Poupore
Title	Director of Major Gifts
Station	Commonwealth Circle Highlights
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Page 3: Award Categories

Q2 Select a category. **Philanthropy**

Page 6: Philanthropy

Q15 Project Title

Commonwealth Circle Highlights e-news

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

Maintaining consistent impact messaging on a weekly basis to cultivate and steward major donors to ever-increasing levels of giving

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

A template for an emailed newsletter is created weekly and sent by each MGO to donors on their caseload. The newsletter contains video snippets of upcoming programming, metrics on how the station is doing, highlights of what's on TV in the week ahead, a list of station events, comp tickets for arts and cultural opportunities, volunteer opportunities, a link to a video lending library, and a weekly message from our CEO. Occasional appeals to participate with challenges are included.

2018 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)

We began using MailChimp for our weekly newsletter over the past year and are achieving open rates consistently over 50%. The newsletter is named by donors among the most-valued benefits of being a member of our leadership giving group. We are also able to track opening of the newsletter by individual donors and links on which they click, enhancing our knowledge of their interests and engagement.

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

The newsletter is a key tool in our leadership giving program for demonstrating community and programmatic impact of PBS and local programming, thus increasing support by our major donors. Our major donor program has more than doubled in size and revenue over the last five years.

Q20 Do you have any supporting materials or items to upload? (optional) **Yes**

Page 11: Tell us what you thought!

Q32 This year, we've created an online form to streamline the application process. Please tell us what you thought. **The online form was helpful**

Q33 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.

Continuing to provide opportunities to share great ideas!
