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Q1 Contact Information

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Q9 Project Title

KLRU Sustainer Challenge Campaign

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

As a participating station in the PBS Sustainer Growth Initiative, KLRU had a strong focus on improving and growing our Sustaining Member program in 2017. Taking our learnings from the cohort, we decided to launch and true sustainer-first campaign to raise overall awareness for KLRU's Sustaining Member program with the hope of increasing our sustaining donor base and better stewarding our current sustaining members. The goal for the campaign was to acquire 200 new sustaining members and raise \$60,000 (annualized revenue) before the start of the August pledge drive. We also had a goal to get 200 current Sustainers to upgrade or switch to EFT. Another important opportunity we looked to leverage through this campaign was the national value campaign that was rolling out during this time. We felt strongly that the heightened awareness at the national level around the importance of public television would not only help contribute to the success of this campaign, but ultimately help further our collective cause around the worthiness of continued federal funding.

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

In July of 2017, KLRU launched a 21-day sustainer challenge campaign. Designed to end just before the start of the August pledge drive, the campaign was promoted as a way to cut a full week from the on-air drive (from 17 days down to 10 days). Through a combination of on-air spots, direct mail, email marketing, and a digital campaign on Google and Facebook, the purpose was to raise overall awareness for KLRU's Sustaining Member program -- which included a tangible goal to acquire 200 new sustaining members -- and to encourage current Sustainers to upgrade or switch to EFT.

Incentives and tangible impact played an important role in the campaign's success. A KLRU fan kit was designed to allow supporters share their pride in supporting KLRU. The fan kit included KLRU stickers, magnets, a bottle opener, and a bottle koozie and was given to anyone who became a sustainer—regardless of gift level. Current sustainers got a kit by switching to automatic funds transfer or upgrading their monthly amount. Along with the fan kits, the campaign's success can also be attributed to the decision to communicate gift impact levels on the sustainer challenge donation page. Potential supporters were informed that a \$5 monthly gift covered an hour of PBS KIDS programming, \$10 a month helped fund an Indie Lens Pop-up community film screening, and \$84 a month contributed to an hour of arts, drama, and cultural programming like Masterpiece. With donors increasingly wanting to know how their dollar is going to be used, we felt strongly about providing giving levels with tangible impact to incentivize people to donate.

The Sustainer Challenge was resoundingly successful and greatly exceeded the original goal of acquiring 200 new sustainers:

- 458 Sustainers were acquired (either brand new donors or current donors that were not sustainers) bringing in annual revenue of \$70,425. 93% of these donors were brought in via the web.
- 245 current Sustainers either upgraded or switched to EFT, bringing in annual revenue of \$41,148
- 145 one-time gifts were made during the Sustainer Challenge raising a total of \$18,279.

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

Running the challenge before the August 2017 on-air drive helped increase overall Sustainer numbers for the on-air drive -- 45% of pledge drive donations were sustaining compared to a typical pledge drive average of only 30%.

Not only did we see a 6.2% month over month increase in the number of Sustaining members as result of this campaign, but we saw a 5.7% month over month increase in Sustainer revenue.

To date (at 8 months), KLRU has retained 94% of the donors from this campaign. This is high compared to our average sustainer retention at 6 months of 87% and 79% at 12 months.

The Sustainer Challenge campaign was also the catalyst that finally pushed our sustaining member file to over 40% of our member base. And since this campaign, we've only continued to see that percentage climb (we're sitting at over 45% of our member file being sustaining) thanks to a Sustainer-first focus and the continued success of Passport.

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

This campaign didn't leverage specific local or national content per se, but it did prominently feature the Value PBS message and branding that was provided by Development Services for use during August/September 2017. KLRU feels strongly that the heightened awareness and use of this branding at a national level helped maximize fundraising efforts during this period of time and ultimately contributed to the success of this campaign.

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