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Page 2: Tell us who you are!

**Q1** Contact Information

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Station	PBS SoCal
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Page 3: Award Categories

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

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Page 5: Membership

**Q9** Project Title

Transforming a Membership Program

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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)

Over the past four years, PBS SoCal has focused intently on growth and has nearly doubled the number of members and revenue. During this time period, the station evolved from one of the lowest performing in the country, according to all membership metrics, to one of the highest-functioning, strongest performing membership programs.

Across these years, a sustainer program was launched and maximized; online giving opportunities were expanded; member and revenue retention was dramatically increased through a combination of maximized direct mail techniques, telemarketing and sustainer stop loss initiatives; a solid, ongoing e-renewal program was launched, and finally, Passport was fully embraced and introduced to viewers, along with a robust marketing and support plan.

Despite these steady, purposeful, ongoing enhancements and achievements, 2017 once again achieved record-breaking growth and accomplishment, which built on the last four years of improvements and brought the station to new heights.

PBS SoCal also reached for and achieved a massive increase in online contributions in 2017 – an 88% increase over 2016 and a 168% increase over 2015. The primary driver of this increase was the strategic and successful introduction of Passport.

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## 2018 Development Awards - Application Form

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

In 2013, only 6% of PBS SoCal's revenue came in online. In 2017, online revenue accounted for 20% of the entire membership revenue for the year, demonstrating that the program is responsive to changing donor behavior and generational demographics. The primary driver of this increase was the strategic and successful introduction of Passport. By the second half of 2017, the station averaged 73 Passport-inspired contributions every single day: \$1,264 in one-time contributions and \$235 in sustainer contributions. In order to take advantage of the potential of Passport, the team launched a monthly newsletter with personally-written show recommendations, optimized the Passport landing page, streamlined donation forms, launched a regular welcome series of Passport-focused emails to PBS prospects, and sent follow-up activation emails to un-activated members.

Membership retention rates also saw steep and impressive increases from 42% in 2013 to 62% in 2017. And revenue retention showed a similar trend, up from 40% in 2013 to 67% in 2017.

The growth in sustainers has been one of the primary drivers of this retention. In 2013, the station had 4,800 sustainers. By the end of 2017, 32,000 sustainers were donating monthly – an increase of 555%. The most accelerated growth occurred in 2017, when the file expanded from 19,500 sustainers in 2016 to 32,000 in 2017 - 64% growth in just one year. Sustainers now account for 35% of PBS SoCal donors and participation continues to climb with Passport giving, regular conversion and acquisition efforts, and strong retention and recapture practices.

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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)

In 2013, annual membership revenue was \$6,895,000. In 2017, it reached \$10,250,000, an increase of 49% across four years. In 2017 alone, revenue climbed from \$9,233,000 to \$10,250,000, an increase of 11% in just one year.

In 2013, 55,000 members supported PBS SoCal, and by the end of 2017, the file had grown to 102,000, an increase of 85% in four years! The one-year 2017 increase (starting with 76,000) was a staggering 34%. This number continues to rise and the station now is supported by 106,000 active members.

The team has also made great strides in data analysis, first by conducting a survey of online contributors. Among other findings, the survey indicated that while Passport was unsurprisingly, a key motivating factor for people who donated on Passport-focused donation forms, nearly 20% of the people giving on the station's standard donation forms were also highly motivated by Passport to give. The team also delved into viewing data in 2017 and found the PBS Flagship series were driving Passport activations.

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

PBS SoCal used many of the assets provided by PBS, including Passport of course and many NPS programs, which we did local pledge breaks for. We fundraised successfully around Nature, Masterpiece, the PBS NewsHour, Ireland's Wild Coast and Call the Midwife, just to name a few core programs. In addition we used most of the PBS Fundraising programs provided by PBS.

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

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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**

## 2018 Development Awards - Application Form

**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.

Hopefully, they can come up with some new ideas for pledge shows, since we need more.

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