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COMPLETE

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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

SURVIVING A BUDGET CUT

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

Reduction or elimination of funding from the Corporation for Public Broadcasting is a very real concern for public broadcasting stations across the country. For many broadcasters, a loss of these funds would be a catastrophic blow at best and potentially fatal at worst. As other stations considered how to remain viable in the event of losing CPB funding, Arizona Public Media was faced with an even greater reduction in funding.

At the start of FY14, the University of Arizona announced a \$2 million cut to its cash support for Arizona Public Media. For an annual operating budget of \$12 million, a \$2 million reduction is more than significant. It is business-threatening. Not only did AZPM survive the \$2M cut, its development efforts flourished under Aldana's leadership. From FY15 to FY17, development revenue grew from \$1.23M to \$2.5M, a staggering 103% increase.

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

The plan was clear: intensify the already personal relationship between AZPM and the Southern Arizona community, and instill pride of ownership in its members. Through AZPM's marketing messages, the development team tapped into that feeling of personal relationship and invited potential and existing donors to join AZPM in "Building a Better Southern Arizona," thereby increasing the community's sense of investment and ownership in AZPM.

That pride of ownership led Aldana's team to create the AZPM Leadership Society, comprised of six different giving strata starting at \$1,000. From a development perspective, giving circles are a gateway to major gifts. While a \$1,000 gift alone may have little effect on revenue trajectory, it is the beginning of a relationship that may lead to a much larger gift. The Leadership Society is AZPM's way of recognizing major contributors who help strengthen the vision of public media in Southern Arizona. Giving circles also solidify the focus on top donors and provide a rationale for unrestricted gifts. From a donor perspective, giving circles provide prestige and a sense of belonging.

Continuing to tap into the idea of pride of ownership, the development team also solicited assistance from the 30-member AZPM Community Advisory Board. The CAB members were not only charged with soliciting other community leaders to join them in the AZPM Leadership Society, but they were also asked to spearhead a robust "thank-you" program. While development officers personally thank every major donor after a gift is made, a member of the Community Advisory Board offers an additional follow up thank-you note or call. This extra step has proven to strengthen relationships between donors and AZPM, and has increased Board engagement.

In addition to regular thank-you messages, CAB members also assist in writing and sending targeted thank-you notes to major donors. This effort continues to strengthen the donor/AZPM relationship and has, in many instances, raised the level of giving.

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

From FY15 to FY17, development revenue grew from \$1.23M to \$2.5M, a staggering 103% increase.

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

Special donor events and opportunities were created around PBS and AZPM content. VIP receptions for major donors were hosted during screenings for Ken Burns' "Vietnam" and AZPM's "Arizona & The Vietnam War," as well as during AZPM's "Community Interactive: The Arts," which was hosted by Jeffrey Brown of the PBS NewsHour. Access to these special events helped strengthen the relationship between AZPM and its major donors.

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.

Aldana Development Nomination.docx (17.5KB)

Page 11: Tell us what you thought!

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

**Not
sure**