

## 2018 Development Award Nomination – Philanthropy

**Submitted by:** Melinda Hoke, VP Philanthropy Twin Cities PBS

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**Title:** Twin Cities PBS *President's Society* Propels Major Giving for Greater Good

**Goal:** Create a sustained Major Giving program equal to Donor's High Regard for TPT

Following the \$40 Million *Campaign for TPT*, Twin Cities PBS leveraged our impact, donors and volunteers, propelling major giving to exceptional heights. By redefining major gifts at \$10,000 and above, (previously \$1,000), supported by a philanthropic and data-driven approach, we created a **sustainable major giving program for gifts from \$10,000 to \$500,000, tripling our income and members in two years**. Here are the strategies.

### 1. Rebranded Major Gifts at Higher Levels

- A major gift **redefined** at \$10,000+. Campaign median gift is \$40,000, **let's set our sights higher!**
- To maintain momentum at campaign levels, Studio Society (\$1,000 – 9,999) and *President's Society* (10,000 – 100,000+) **branded separately and recognized separately**—both still vital and valued.
- Emphasis placed on **philanthropy and impact**, over membership and benefits.

### 2. Developed strong 3 year Case for Support-*The 2020 Plan...* Key Funding Priorities

- Basis of case is the **2020 Strategic Plan**, using input from engaged key stakeholders.
- Continued a “campaign mindset” setting **3 year financial goals and strategies**.
- **Designated Impact Funds** are packaged allowing donors give to their personal passions.
  - Arts, History and Culture – *Connecting Communities and Activating History*
  - Civic Affairs and Issues of Consequence – *A Space for Civil Conversation*
  - TPT Partnerships – *Telling Stories that Matter*
  - Children and Families – *Helping Young People Succeed*
  - Young Adults – *Engaging the Next Generation*
  - Second Stage Adults – *Helping People Age Well*

### 3. Focused on Top Prospects through Data-driven Prospecting, Ratings and Rankings

- Refreshed database and portfolios: external DonorSearch research includes RFM Recency/Frequency/Money scores.
- Benz Whaley Flessner predictive data-modeling: internal scores Likelihood/Affinity/Capacity.
- Focused portfolios to 150 top major giving prospects for meaningful 1:1 cultivation/solicitation.
- Qualifying sets of new prospects through research, events and 1:1 discussions.

### 4. Set Granular Donor Strategies and Metrics

- Each major donor/prospect has a financial goal/donor strategy keyed to 1-3 year financial goals.
- Ask amounts, expected amounts and quality contacts tracked for Prospect Management.
- Blended asks strategies (Major/Planned/Project) used for solicitations.

### 5. Meaningful Donor Engagement-Cultivation, Solicitation, Stewardship

- Strategic CEO use for 1:1 meetings, personalized solicitations, thank you calls/letters.
- CEO President's Lunches held to impart Strategic Plan, demonstrate Impact, Trustee high-touch.
- All donors acknowledged/thanked immediately with customized letters and calls.

- Customized Impact Reports keyed to Designated Funds.
- On-air recognition throughout year, names illuminated against Impact Fund/2020 photos.
- Events with key PBS personalities create high-touch exclusive opportunities.

#### **6. Leverage Major Gift and Board Member Contributions-Monetary and Time**

- Use donor named fund for on-air matches.
- Board member contributions pooled for Board Challenge Match-used strategically for on-air matches, increased giving, year-end matching with a ROI of 3X1.
- Board member on-air testimonials, solicitations for year-end, special appeals, increased visibility.
- Development Committee list-screens, calls, events, U+2 Campaign for 50 new members or \$50,000.
- President's Council (advisors to the CEO) solicited for *President's Society* gifts of \$10,000+.

### **Success and Achievements:**

#### **1. Financial: Tripling the revenue from gifts of \$10,000+ in 2 years, then sustaining this income.**

- **Revenue 2016-2018...*President's Society* gifts of \$10,000+**
  - 2015 (close of Campaign, before rebranding) **\$395,000 from 26 Members**
  - 2016 (Rebranded *President's Society*) Income **\$690,424 from 40 members (14 new)**
  - 2017 Revenue **\$1.23 Million from 63 Members (23 new)**
  - 2018 **On track for \$1.2 Million 72 Members (17 new)**, *President's Society* is a sustained source of income for TPT.

#### **2. Research and database management help Development Officers focus on top prospects.**

- Dashboards track daily results, individual donor targets achieved, and quality contact metrics.
- 3-5 QCs/week for a total of 578 – 960 year by 4 dedicated major/planned gift officers.
- Dashboards indicate prospect portfolio composition tracking major donor proposals open/completed.
- Portfolio reviewed annually using research and rankings to maintain 150 prospect portfolios.

#### **3. Measurable Impact supports philanthropic approach, deepens relationships, ensures MG renewal 85%.**

- New Impact Officer helping to create stewardship report templates, tracks quotes and stories.
- Report to the Community uses full color photos, multi-page document of community interface showing accomplishments, multi-ages and ethnicity.
- Board Summary reports on TPT accomplishments by program and content areas. Broadens the mission for donors and demonstrates that higher giving creates greater philanthropic impact.
- Info-graphics with facts and figures for customized gift acknowledgment letters.
- Philanthropic viewpoints and updates seen on TPT website, newsletter and *What's New* inserts.

#### **4. Designated Impact Funds encourage greater giving and upgrades totaling \$1,008,000**

- Arts, History and Culture –\$15,000
- Civic Affairs and Issues of Consequence – \$645,000
- TPT Partnerships – \$20,000
- Children and Families/STEM – \$278,000
- Equipment and Technology-\$50,000

#### **5. Trustee and President's Council increase Major Giving totaling \$974,147**

- Board of Trustees 100% participation
- U+2 and Board Challenge match results over 2 years and due to 1:1 contact

**6. Major Giving contributions leverage Local and National programming (a few examples)**

- Minnesota Remembers Vietnam, spur \$2 Million, multi-project yearlong effort for Vietnam Veterans State-wide community meetings, *The Telling Project, The Secret War, Native American Vietnam, Perspectives* documentaries for local and national distribution.
- *Sci-Girls and Hands on Science*, STEM programming Initiatives for National Distribution-\$278,000
- *MN Original and ART IS* provide access and distribution feature diversity of cultures and artists
- *Almanac and Almanac at the Capitol* weekly Civic Affairs programming now covers all MN.
- National Productions: *Alheimers no More, Going to War, Lineage*.

In Summary, Major Giving through the *President's Society* creates a culture of philanthropy, encourage greater contributions and supports impactful community programming for our citizens.