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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. **Membership**

Page 5: Membership

Q9 Project Title

NET is Nebraska's Home for Sports

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

NET sought to leverage it's collegiate and high school sports schedule to increase revenue, grow our email database and provide a "club" to engage sports fans

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

created a club called Sports Partners to increase engagement, collect email addresses and add revenue. We collected 1,650 new email addresses, \$33,634 dollars through new members through pledge, \$15,558 through direct mail. We were successful in bringing in new revenue, new members, and new email addresses.

2018 Development Awards - Application Form

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

39% new members, nearly twice as many as any other program in pledges and revenue during the same time period. 4.35% response from direct mail which is more than double what our average response is from acquisition mail.

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

leveraged local sports content of collegiate and high school coverage by connecting with fans and parents to extend the reach of their interests

Q14 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
