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Collector:	Web Link 1 (Web Link)
Started:	Friday, May 04, 2018 7:51:19 PM
Last Modified:	Friday, May 04, 2018 8:27:29 PM
Time Spent:	00:36:10
IP Address:	129.93.106.93

Page 2: Tell us who you are!

Q1 Contact Information

Name	**Debbie Hamlett**
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Page 3: Award Categories

Q2 Select a category.   **Membership**

Page 5: Membership

Q9 Project Title

Painting Nebraska's Legacy

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

Tell the history of the state in a unique way, increasing awareness of the station while raising revenue through on air pledge. Increase mid-level giving. Surpass the amount raised from a previous local program three years ago.

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

Surpassed $60,000 dollars raised which is to date the highest amount for a local program. Increased mid-level giving with 85 donors, 27% of them were first time donors. 63 of the 85 had never given at this level. Previously it took a donor an average of 2.5 gifts to reach the mid-level each fiscal year. In 2017, we were able to reduce number of gifts per donor to 2.16. We worked effectively with state leaders and our community to tell the history of the state in a new compelling way- through an artists eyes.

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

We used the benchmarks of previous local pledge programs, analyzed our data through Allegience and used TracMedia past pledge performance data.

This was the highest indexed program out of 45 TracMedia stations- an average index is 100 - this program had a whopping 1,000+ index

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

leveraged local history content to tell the story of the state in a fresh new compelling way- through an artists interpretation of Nebraska's 93 counties

Q14 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.

Painting Nebraska's Legacy Membership Award 2018.docx (45.3KB)

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.   **Not sure**