

ARIZONA
PUBLIC MEDIA®



PBS



SURVIVING A BUDGET CUT

Presented by **Enrique Aldana**
Director of Development

MY STORY



Enrique arrived in the U.S at age 5



Enrique, age 6



Enrique, age 7

LEARNING FROM PBS



LEARNING FROM PBS

Morgan Freeman!



Rita Moreno!

ABOUT TUCSON

- Tucson is the 68th largest DMA in the nation with a total population of over 1.2 million people.
- Almost 24% of the Tucson DMA falls between 18 - 34 years of age
- 39.2% of the population in the Tucson DMA is multicultural.
- The 2018 average household income in Tucson is \$67,517 - nearly 15% less than that of the Phoenix DMA.

Source: [Geoscape](#)



ABOUT AZPM

- For **six decades** Arizona Public Media has been providing quality, trusted programming that inspires and connects our audiences to the community as the **PBS and NPR affiliate in Southern Arizona.**



ABOUT AZPM

- Arizona Public Media Radio and Television stations are licensed to the Arizona Board of Regents and operated by The University of Arizona.
- Broadcasting from our studios on the university campus, AZPM is provided as a community service and educational resource.



WE ARE HERE



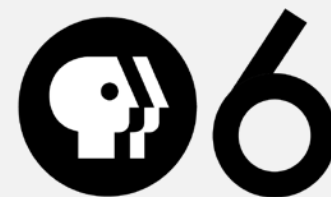
ARIZONA PUBLIC MEDIA®



89.1 FM 1550 AM



ARIZONA
PUBLIC MEDIA®



PLUS

ARIZONA PUBLIC MEDIA®

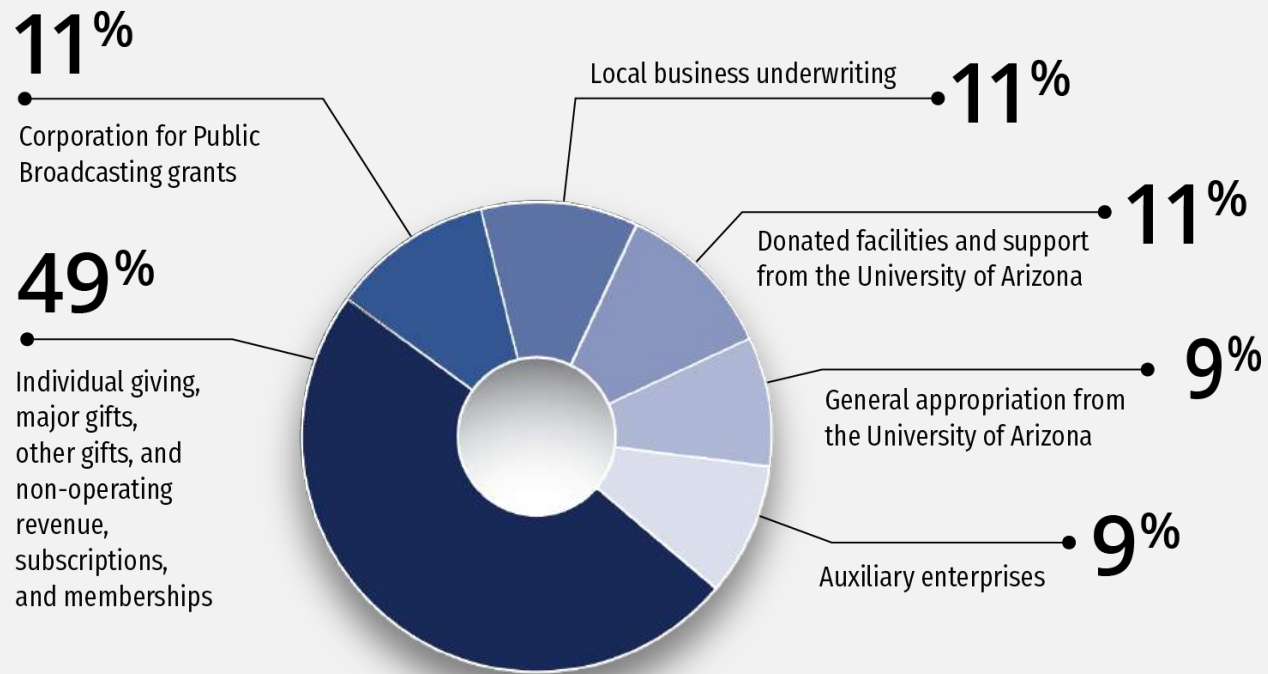
Classical

90.5 FM 89.7 FM

ARIZONA PUBLIC MEDIA®

HOW AZPM IS FUNDED

OPERATING AND NON-OPERATING REVENUES



FY2017-18

THE CHALLENGE

- Arizona Public Media faced a **\$2 million cut** from the overall budget by the state of Arizona.





OUR APPROACH

- AZPM engaged, empowered and mobilized key stakeholders to raise more money.
- The Development Department cultivated the strong support in the community, instilling pride of “ownership” in AZPM and motivated members to buy into “building a better southern Arizona.”



Building a better Southern Arizona.

VISIT US AT AZPM.ORG



OUR APPROACH

- The Development Team took the opportunity to elevate its presence and enhance its exposure among major donors.



OUR APPROACH

- We created and upgraded the **AZPM Leadership Society**.

OUR APPROACH

- From a **staff perspective**, "giving circles" were a gateway to major gifts.
 - While a \$1,000 gift is not going to change the trajectory of AZPM, it may be the beginning of a relationship that will lead to a \$50,000+ gift.
- From a **donor perspective**, giving circles provide prestige and a sense of belonging.
 - A donor contemplating a first gift to a new organization could easily get overwhelmed by wondering *what is a meaningful gift?*



AZPM LEADERSHIP SOCIETY

CEO's Circle - Annual investment of \$25,000 and above

- UA *President's Club* recognition
- Individualized TV on-air acknowledgement as a member of the *CEO's Circle*
- Invitation to annual VIP reception to honor AZPM Emmy® winners and nominees
- Opportunities to meet AZPM officers, on-air personalities and visiting PBS & NPR national talent
- A DVD of all-new AZPM local productions and, upon request, access to the library of past AZPM titles
- Personal behind-the-scenes tour conducted by CEO and Board Chair
- Opportunity to view a live broadcast or program recording from the television studio control room

AZPM LEADERSHIP SOCIETY

Producer's Circle - Annual investment of \$10,000 - \$24,999

- UA *President's Club* recognition
- Inclusion in *Producer's Circle* TV on-air acknowledgement
- Invitation to annual VIP reception to honor AZPM Emmy® winners and nominees
- Opportunities to meet AZPM officers, on-air personalities and visiting PBS & NPR national talent
- A DVD of all-new AZPM local productions and, upon request, access to the library of past AZPM titles
- Personal behind-the-scenes tour conducted by AZPM Executive Staff Member and Board Officer

AZPM LEADERSHIP SOCIETY

Director's Circle - Annual investment of \$5,000 - \$9,999

- UA *President's Club* recognition
- Invitation to annual VIP reception to honor AZPM Emmy® winners and nominees
- Opportunities to meet AZPM officers, on-air personalities and visiting PBS & NPR national talent
- A DVD of all-new AZPM local productions
- Personal behind-the-scenes tour conducted by AZPM Leadership Staff Member and Board Member

AZPM LEADERSHIP SOCIETY

Editor's Circle - Annual investment of \$2,500 - \$4,999

- UA *President's Club* recognition
- Opportunities to meet AZPM officers, on-air personalities and visiting PBS & NPR national talent
- A DVD of all-new AZPM local productions
- Personal behind-the-scenes tour conducted by AZPM Leadership Staff Member and/or Board Member

AZPM LEADERSHIP SOCIETY

Studio Circle - Annual investment of \$1,000 - \$2,499

- Opportunities to meet AZPM officers, on-air personalities and visiting PBS & NPR national talent
- Personal behind-the-scenes tour conducted by AZPM Staff and/or Board Member

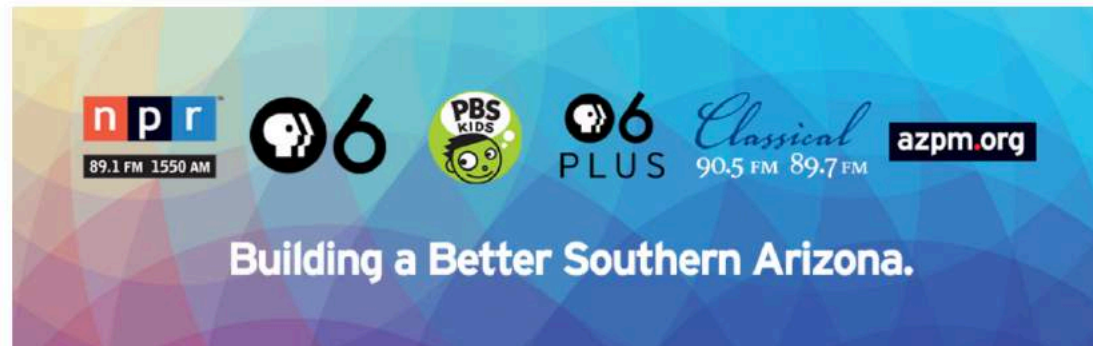
AZPM LEADERSHIP SOCIETY

Legacy Circle - Planned Gift

- Membership in the *Old Main Society* through the University of Arizona Foundation
- TV on-air acknowledgement as a member of the *Legacy Circle*
- Personal behind-the-scenes tour of AZPM facilities conducted by CEO and Board Chair
- A DVD of all new AZPM local productions
- Opportunities to meet AZPM officers, on-air personalities and visiting PBS and NPR national talent

Major Giving

Be part of the AZPM Leadership Society



Whether it's bringing you the award-winning programs you and your family treasure, engaging and educating Southern Arizona through events and outreach, or teaching the journalists, producers, and media personalities of tomorrow through our partnership with the University of Arizona, all that we do is made possible through the support of our community and generous donors like you.

What Does Your Support Do?

The support of our members and donors like you is crucial to the continued success of Arizona Public Media. Without it, we could not acquire or broadcast our programming, provide unbiased and in-depth news coverage, inspire our community through our rich calendar of free events, offer internships and hands-on training opportunities to students, or maintain any of the vital services we provide to Southern Arizonans.

At AZPM, our mission is clear: to educate, inform, inspire, and connect our community, by bringing people and ideas together. But we cannot do it without your partnership. You give because you believe, as we do, in providing high-quality programming that fills the soul and challenges the mind.



A short video highlighting the various opportunities Arizona Public Media keeps open for students in order to gain valuable real world experience.

What Can You Give?

The easiest and most common way to give to AZPM is through a tax deductible gift of cash, usually made by check. However, gifts can take many forms. Here are a few options:

-  Cash
-  Real Estate
-  Appreciated Securities
-  Retirement Plan Assets
-  Life Insurance

Be Part of AZPM's Leadership Society

While more than 27,000 families currently support AZPM with vital general membership contributions, only a select group of members are part of AZPM's **Leadership Society**.



Leadership Society members can receive access to personal tours through AZPM's facilities

Donors whose annual gifts total \$1,000 or more are members of the AZPM **Leadership Society**. These members provide the foundation of all AZPM programming and original production. Their support also provides the financial wherewithal to invest in technologies to provide programs and services to everyone in Southern Arizona, regardless of their ability to pay. The **Leadership Society** is our way of recognizing major contributors who help keep the vision of public media in Southern Arizona strong.

The **Leadership Society** is divided into unique tiers which provide special benefits and privileges to their members.

CEO's Circle - Annual investment of \$25,000 and above

Producer's Circle - Annual investment of \$10,000 - \$24,999

Director's Circle - Annual investment of \$5,000 - \$9,999

Editor's Circle - Annual investment of \$2,500 - \$4,999

Studio Circle - Annual investment of \$1,000 - \$2,499

Legacy Circle - Planned Gift

LEADERSHIP SOCIETY SPOTS

CEO's Circle



Producer's Circle



OUR APPROACH

- We mobilized our CAB members to take part in a robust “Thank You” call initiative.
- Disseminated personal “Thank You” notes from CAB members to major donors (their peers), raising the level of giving.
- Hosted exclusive events for current and potential major donors to intermingle with local and national staff and talent.



OUR APPROACH

- Executive team and key AZPM staff attend to facilitate meet and greets.



Lorraine Rivera, host of *Arizona 360*. AZPM's weekly public affairs show.



Tom McNamara, host of *Arizona Illustrated*. AZPM's weekly lifestyle program.

OUR APPROACH

- National PBS/NPR talent attend events when schedules permit as an extra special incentive for major donors.



Scott Simon, host of NPR's *Weekend Edition* at an AZPM major donor event.



Maria Hinojosa, host of *Latino USA* on NPR and *America by the Numbers* on PBS with guests at a VIP event.

OUR APPROACH



Mark Samels, executive producer of *American Experience* at an AZPM major donor event.



Jeffrey Brown, chief arts correspondent for *PBS NewsHour* at a VIP event.

CONTINUED SUCCESS

- As a result of these efforts, AZPM continues to benefit from a stronger bond between donors, station volunteer leaders, and the community at large.



THE RESULT

From 2015 to 2017, AZPM
increased fundraising
revenue by **103%**.



TAKEAWAYS

- Invest emotional equity.
- Get out and meet people.
- Get to know your major donors on a personal level.
- It's about cultivating and maintaining relationships.
- Small, personal touches go a long way.



“From my observations, one of the key ingredients in AZPM’s success story is the character of the Major Gifts Officer.

Enrique genuinely enjoys meeting people; not just meeting them but also hearing about them, what do they like to do, where they are from, their family background, what they like and don’t like, their lifestyle, where they travel...

Time and again I have seen Development officers who are so uncomfortable or shy about meeting people that they bury themselves in their office.

Yes, they can come up with ideas and put forth statistics and do in-depth research on a potential client. What they can’t do is go out and say *‘Hi, I’m interested in you.’*

Enrique is engaged, funny, loves a good joke, tells a good story. If that describes your major gift team then you have a winner like we do.”

-Pat Callahan, AZPM Membership Director



THANK YOU & QUESTIONS

Enrique Aldana
Director of Development
Arizona Public Media
ealdana@azpm.org

