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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. **Corporate Support**

Page 4: Corporate Support

Q3 Project Title

50th Anniversary Gala & Good Neighbor Awards - November 2017

Q4 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

The goal was to garner corporate support and community awareness of PBS39. With memberships, donations, and government funding waning over the last decade, we recognized the need for an infusion of enthusiasm, awareness, and education about our impact in the communities we serve. In 50 years, the station never held a fundraising event like this, and so the time was right to pull out all the stops!

2018 Development Awards - Application Form

Q5 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

The evening was not your father's black tie affair, and that was exactly how we promoted it! It was fun, and fast, and digital from beginning to end. We recognized three highly respected community leaders who were all long-time PBS39 supporters. Dr. Henry Louis Gates, Jr. was our guest speaker. Long-time PBS supporter Tony Orlando was our Emcee for the evening. He not only help conduct a live art auction, he brought the house down with Tie a Yellow Ribbon! We brought in a live artist from NYC to capture the evening while it was happening. The cocktail hour entertainment was roaming digital caricature artists on iPads. The traditional printed program was replaced by iPad centerpieces on which the the agenda, videos, sponsor ads, and program information rotated according to where we were in the program itself. There was never a dull moment during the evening. And we managed to wrap up before 9 pm!

Q6 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

The event attracted 58 corporate donors, 27 of whom had never previously donated to PBS39! Nearly 400 people attended this first-time event, and we brought in \$290,000. But the ultimate success was the legs this event had. Even 5 months later, the event comes up in conversations. Just last month I attended an AFP luncheon entitled (Fund)Raising the Bar at Your Next Event, and was surprised to see that our 50th Gala was the held up as the example of how to do things the right way. Not only did we hit our mark of garnering corporate support and community awareness, we established relationships with 27 NEW corporate partners who now know us and trust us.

Q7 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

One of the fun things we did at this event was to replace table numbers with PBS program logos. So instead of sitting at table 32, you were at the Antiques Roadshow table, or the Finding Your Roots table. High in the center of the table was a colorful logo of the program. Not only did the guests find this fun, it gave everyone at the table a common theme to discuss when seated.

Q8 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**
