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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. **Philanthropy**

Page 6: Philanthropy

Q15 Project Title

Major Gifts Campaign

Q16 What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

KERA unveiled a highly successful organization-wide rebrand in 2016 with the goal of establishing a brand that is worthy of major philanthropic investment. In 2018, KERA sought to elevate the messaging and presentation of its Major Gifts program to reflect this new brand identity and secure significant investment in the organization's future.

Leaders from the Marketing and Major Gifts Departments assembled a project team with the goal of creating a visually stunning suite of promotional and donor stewardship materials. The team commissioned KERA's go-to creative agency, Commerce House, to develop a bold collection of print, digital and on-air assets to reinforce the organization's status as an essential service to North Texas. The team sought to make the campaign highly versatile, with elements that could be tailored to a prospective donor's specific interests and unified messaging that displays the full breadth of what KERA offers to our audiences. The goal was to create a dynamic display of assets that would feel distinct from other philanthropic materials while reflecting what our community values most about KERA.

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Q17 Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

The Campaign featured a complete refresh of all materials and branding from KERA's Major Gifts Department. This included a creative print portfolio, a full redesign of the department's online presence at kera.org/philanthropy and an extensive testimonial campaign airing on KERA TV.

The print assets are one of the key highlights of the campaign. The design team employed beautiful photography of influential KERA donors alongside images and text that illustrated each supporter's favorite aspect of the organization. Because the donors selected for the campaign represented a diverse set of interests, the portfolio covers all aspects of KERA's content and allows any potential donor to find an interest that resonates with them. The print materials also include an unique binding that allows each donor feature to be rearranged or isolated to provide a maximum impact when communicating with specific donors.

The design of the print campaign is reflected on the new Major Gifts section of KERA's website. The online presence complements the overall campaign and reinforces the messaging and visual treatment found on each of the other assets. The campaign also features compelling video testimonials from the leaders highlighted in the print campaign. KERA's video production team recorded influential donors in their homes to share deeply personal stories that showcase the personality and interests of its major donor community. In each testimonial spot, the donors encourage their peers to make a major impact for the North Texas community through their support for KERA.

Q18 Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

In only the first half of the fiscal year since the unveiling of the campaign, the Major Gifts Department is \$1 million ahead of pace for hitting its annual revenue goal - a substantial increase from the same time period in the previous year. The Department earned multiple six-figure gifts following the launch of the new materials, including a \$1 million gift from a donor who chose to remain anonymous. The Department also is experiencing high levels of engagement at the events it hosts for major donors throughout the year.

In addition to attracting extraordinary giving, the campaign also has received praise from our colleagues throughout the public broadcasting system. Leaders from multiple stations have expressed to KERA that they regard our Major Gifts Campaign as a model worth emulating.

Q19 Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

A strength of the campaign is that it is driven by the outstanding content that audiences find on KERA. The messaging found in all of KERA's major donor outreach materials includes comments from current donors sharing the programs and initiatives that they value most. There are donors who are passionate about KERA's educational content for children and others who are most interested in our news and public affairs programs. The campaign features American Experience, NOVA, PBS NewsHour and more. The project team purposefully sought a diversity of backgrounds and interests among donors they chose to feature in order to better reflect the full scope of content that an investment in KERA supports. This has allowed the Major Gifts Department's outreach and stewardship efforts to be more nimble - they can pull individual elements from the campaign to make a more compelling ask based on the interests of a particular donor.

Q20 Do you have any supporting materials or items to upload? (optional) **Yes**

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Q31 Please upload all materials as a single document.

KERA_PBS Development Award Submission.pdf (9.1MB)
