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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

Donate Change

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

The overall goal of the project was to attract the attention and donations of a new, younger demographic, and to add a permanent revenue stream to supplement our MPB Sustainers program. We have a lower percentage of our audience becoming donors than most markets, and while part of this is due to areas of deep poverty throughout the state, we know there is still a lot of room for growth in membership numbers as well as revenue. The short-term project goal was to take one day from our spring radio drive to roll out this new giving concept and to promote participation.

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

We partnered with a company called Softgiving, which provides the platform for our Donate Change (also known simply as “Change”) program. It is the electronic version of taking change from your pocket and dropping it into a jar each night. The donor completes a mobile-friendly online form that requires minimal contact information along with credit/debit card numbers. Softgiving then tracks the “loose change” left over from each purchase and periodically charges the donor the total tracked amount on the same card. For example, pay \$3.89 for your coffee after tax and tip (ouch), MPB gets 11 cents. A mid-week grocery run sets you back \$49.09? Ninety-one cents for MPB. The donor gets the warm fuzzy feeling of knowing they’re giving a little something to support MPB whenever they purchase something for themselves. Softgiving allows donors to set an upper limit on monthly donations, and there’s also a “daily change” alternative to this round-up change approach. Most of our change donors have been new donors: the Change appeals to a new group of listeners and viewers. Change also provides a happy play on words, as small change can add up to a big difference for us: Give change, make change.

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 have gained over 100 new members since beginning the Change program and have raised \$10,000 in new, additional income. Our ultimate goal is to have 1000 new Change donors, which will yield an additional estimated one million dollars per year. We are pleased with this new, electronic-only segment of our membership, which saves us on printing and postage expenses; we only have the mailing address of these members if they request the monthly program guide.

As Change donors can’t give less than \$10 per month (unless they stop using the card altogether, which we can easily keep an eye on), we grant all Change donors the same benefits as MPB Sustainers: access to our monthly program guide and the MPB Passport benefit. In fact, for donors who prefer not to give up their bank account information for EFT drafts, we’ve found Change to be a much more advantageous way of enlisting Sustainers, because Softgiving employs people to follow up with donors to obtain updated card information when transactions fail, whereas we always struggle to keep up with this for our regular card-charging sustainers.

We began by promoting Change on radio and television, and now are in the process of launching a digital campaign, which we anticipate will be even more successful, since it will enable donors to click straight through from the social media, website, or email promotion to the donation form.

This type of “lifestyle giving,” in which the act of giving is woven into one’s everyday activities, becoming simultaneously effortless and an intrinsic part of one’s identity, appeals not only to millennials in particular, but to public broadcasting supporters in general, as it fits in with the “common good” ideals that public broadcasting stands for. In this respect, Change appeals broadly to our audience, and as we continue to grow awareness of this giving method, we anticipate that its significance for us as a path to membership and a revenue stream will continue to grow ever more rapidly.

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

We know from conversations we have at community events that we have a large and growing number of millennial viewers, and listeners, especially for the Masterpiece series on MPB television, and some of the weekend NPR programs such as "Wait, Wait...Don't Tell Me!" We also know that we have yet to convert many of these younger audience members to becoming donors. While we have been airing television and radio promos throughout our schedules, our next phase of this campaign will seek to place Change promos on streaming audio and video platforms, and to connect them to the programming that we know appeals most to our younger audience.

Q14 Do you have any supporting materials or items to upload? (optional) **No**

Page 11: Tell us more!

Q32 The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station or the system as a whole.

Great job! Just please continue to share innovative ideas that have been successful at other stations. Thank you.
