



Looking for more inspiration to make your station’s Public Media Giving Days campaign a success? From campaign development to tips for canvassing stations, from mid-level and major donor engagement to stewarding your Public Media Giving Days donors, we’ve got you covered!

## Suggested Levels for Fundraising Strategy

Part of what makes public media so special is that every station is uniquely positioned to serve their local community. That means stations vary in size, capacity and resources. With that in mind, stations may activate around Public Media Giving Days in different ways. Outlined below are suggested campaign tactics at fundamental, intermediate and advanced levels to support station participation this year and in future years.

	FOUNDATIONAL	INTERMEDIATE	ADVANCED
<b>Digital Marketing</b>	<ul style="list-style-type: none"> <li>Email</li> <li>Social media posts</li> <li>Branded donation form</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Social media posts</li> <li>Branded donation form</li> <li>Paid ads (display, social)</li> <li>Website ads &amp; popups</li> <li>Audience segmentation</li> <li>Google Ad grant</li> <li>Video (personalized message from CEO, BTS video, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Email</li> <li>Social media posts</li> <li>Branded donation form</li> <li>Paid ads</li> <li>Website ads &amp; popups</li> <li>Audience segmentation</li> <li>Google Ad grant</li> <li>Video</li> <li>Matching challenge</li> <li>Goal with countdown</li> <li>QR codes</li> <li>Live-streaming or virtual event</li> <li>Text (to give or engage)</li> <li>P2P fundraising</li> </ul>
<b>Traditional Marketing</b>	<ul style="list-style-type: none"> <li>On-air promotions (TV and radio)</li> <li>Press release</li> <li>Board participation</li> </ul>	<ul style="list-style-type: none"> <li>On-air promotions (TV and radio)</li> <li>Press release</li> <li>Board participation</li> </ul>	<ul style="list-style-type: none"> <li>On-air promotions (TV and radio)</li> <li>Press release</li> <li>Board participation</li> <li>Corporate or retail partnership promotions</li> </ul>





## Break Through the Noise with Texting

Want to make sure your Public Media Giving Days message is heard? Consider incorporating texting into your station’s campaign in two ways:

1. Promote a keyword for TEXT to GIVE to use on-air, in email and on your station website. Example: *TEXT "PMGD" to XXX-XXX-XXXX to support Public Media Giving Days!*
2. Utilize outbound conversational texting with your donors on both days of the campaign, including a link to donate on May 1 and advocate message on May 2.

### Sample Messages

Day 1

<STATION NAME>: <DONATION LINK> *Public media CANNOT survive without YOU! While we need donations, we need YOU to watch and listen. Without YOU we would have no reason to exist. So, let’s make more of YOU – today for #PMGD2024 donate but also tell your friends and family how important public media is. We are relying on YOU! Text STOP to opt-out.*

Day 2

<STATION NAME>: *Share your stories about what #PublicMediaGives. Tell your friends and neighbors what the people and programs on public media mean to you. Post your personal thoughts on social media (and use that hashtag when you do). Your stories make all the difference. <DONATION LINK> Text STOP to opt-out.*

## Tips for Canvassing Stations

For those stations with canvassing programs, Public Media Giving Days provides the perfect opportunity to activate your on-the-ground ambassadors. Inspiring public media fans through personalized conversation in the days leading up to and during the two-day event has the power to significantly amplify community awareness around the importance of public media as well as increase giving. Here are a few ways stations can prepare their canvassing programs in support of Public Media Giving Days:

- Equip your canvassers with Public Media Giving Days buttons to wear while out in the community. Talk about a conversation starter!
- Expect an addition to your canvassers’ script specific to Public Media Giving Days. Encourage spreading the word and use of #PublicMediaGives on social media!
- Create a leave behind specific to Public Media Giving Days for current and prospective donors. Be sure to include information about how to participate and support!



## Mid-Level and Major Donor Engagement

Don't overlook your mid-level and major donors. These donors are closest to your public media mission and often your station's greatest advocates. Here are some ways to consider engaging your mid-level and major donors around Public Media Giving Days:

- Reach out about the opportunity to offer a challenge match or contribute to a group challenge match. Many donors value recognition opportunities that raise awareness for a cause close to their heart and that inspires others to join them in their support.
- Send a personalized video to introduce them to Public Media Giving Days, telling them more about participating and how their support can have an impact. Tools, like Gratavid, make it easy to create and send personalized videos by email or text in minutes. But your trusty smartphone can work too! In a world of increasingly automated communication, a high-touch experience like this really stands out to donors.
- Show gratitude and inspire advocacy by finding ways you can make your major donors feel special, and encourage them to share their passion for public media with others. Host an event and encourage them to bring one or more friend(s) along to learn more about your station, engage with your content and ultimately bring someone new closer to your mission.

## Tracking Results and Campaign Performance

As with any fundraising campaign, tracking results is essential. Assigning a specific source code to gifts made through Public Media Giving Days will make it easier to evaluate your station's campaign performance. Creating a set of realistic metrics for this campaign can also help guide your campaign strategy. Below are some recommended metrics for your station to consider tracking for your Public Media Giving Days campaign.

STRATEGY	PERFORMANCE
<ul style="list-style-type: none"> <li>• Number of emails sent</li> <li>• Number of social posts: Facebook, Instagram, Twitter, LinkedIn                             <ul style="list-style-type: none"> <li>◦ Number of stories</li> <li>◦ Number of live streams</li> </ul> </li> <li>• Number of paid ads, on which platforms (i.e., Google Ads/Ad Grant, Facebook/IG Ads, YouTube, Bing, etc.)</li> <li>• Number of on-air spots: TV or radio</li> </ul>	<ul style="list-style-type: none"> <li>• Total revenue (if possible, breakout by channel: email, ads, website, social, other.)</li> <li>• Total donation count and average gift</li> <li>• Donor types: new donors (one-time/sustainers), lapsed, upgrades, additional gifts</li> <li>• Prospects: new emails or participants who did not donate</li> <li>• Email metrics: opens, clicks and conversions (recipient completed desired action: registration or donation)</li> <li>• Social, video and ad metrics: impressions, engagement, reach, conversion</li> <li>• Clicks on website ads, popups, QR codes, text messages</li> </ul>



## Public Media Giving Days Donor Stewardship

Public Media Giving Days 2024 is over. Your station has a number of new supporters and existing donors that stepped up to give. Now what? It's important to steward your Public Media Giving Days donors throughout the year as you would any other station supporter. Here are a few reminders to help you engage your Public Media Giving Day supporters:

- First and foremost, say thank you. If you can make that thank you feel personal, even better. Sending a handwritten thank-you note, text or personalized video can go a long way in making any donor feel special. And what an impression that leaves on new supporters especially!
- Invite them to station events to experience your mission in action. Station tours, screenings, concerts, tapings, community events and more are a great way to build relationships and bring these donors closer to your station.
- Make sure they know about any member benefits associated with their gift (station newsletters, station branded merchandise, PBS Passport, etc.) and include them in station communications throughout the year so they can see the impact of their gift.

