



PUBLIC MEDIA GIVING DAYS

MAY 1-2
2024

Public Media Giving Days 2024 Kickoff Webinar

Public media partners

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PMGD 2023 learnings

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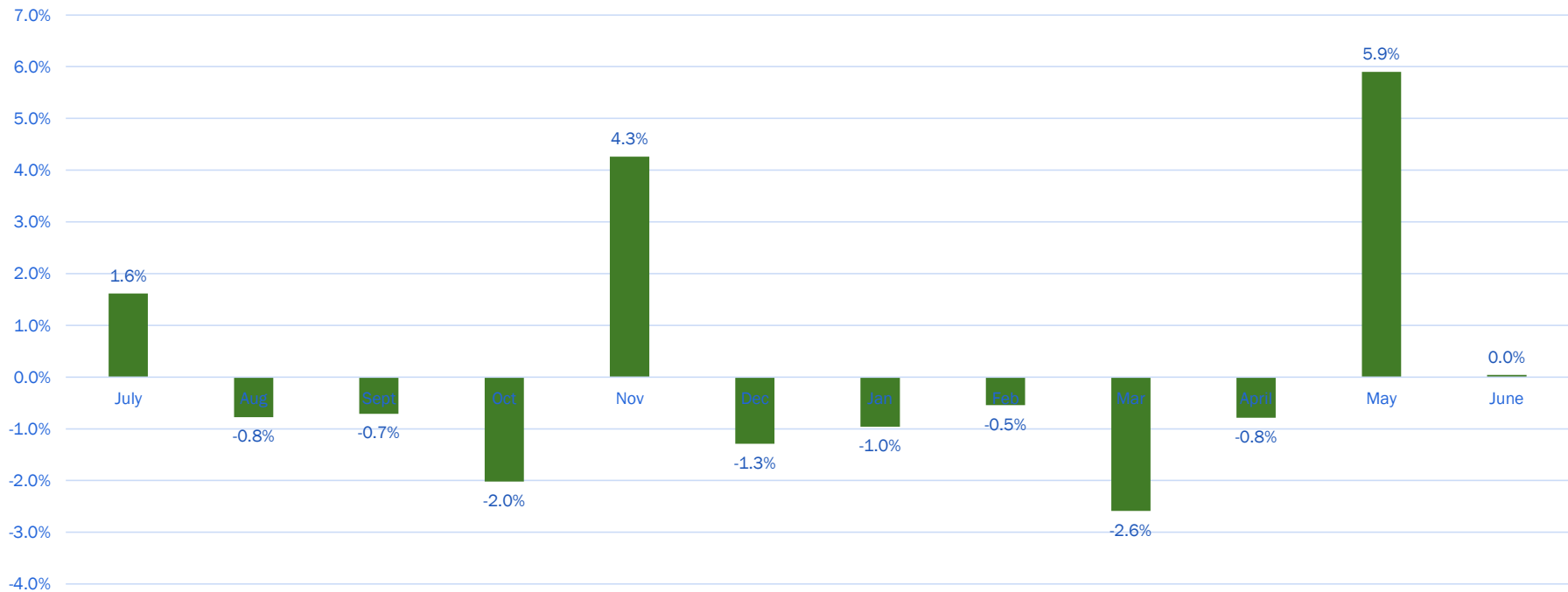


PMGD is a promising revenue generator



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FY2023 vs FY2022: Month-Over-Month % Change in Membership Revenue



Source: CDP National Reference File made up of 180 Public Media stations (112 TV/Joint, 68 Radio)

May 2023 top month across TV/Joint and Radio



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Source: CDP National Reference File made up of 180 Public Media stations (112 TV/Joint, 68 Radio)

FY2023 VS FY2022 Month-Over-Month Change				
Month	All	MSB	TV/Joint	Radio
July	1.6%	1.8%	1.4%	2.8%
Aug	-0.8%	-4.2%	-3.0%	2.7%
Sept	-0.7%	-2.1%	-2.2%	0.6%
Oct	-2.0%	-4.5%	0.8%	-4.1%
Nov	4.3%	8.7%	5.2%	2.4%
Dec	-1.3%	2.4%	-1.2%	-2.0%
Jan	-1.0%	12.1%	1.4%	-3.4%
Feb	-0.5%	1.4%	0.4%	-2.2%
Mar	-2.6%	-0.8%	-1.8%	-5.0%
April	-0.8%	-3.8%	-2.2%	2.8%
May	5.9%	13.7%	5.9%	6.6%
June	0.0%	0.1%	0.3%	-2.0%

May 2023 gains lead by digital and direct mail



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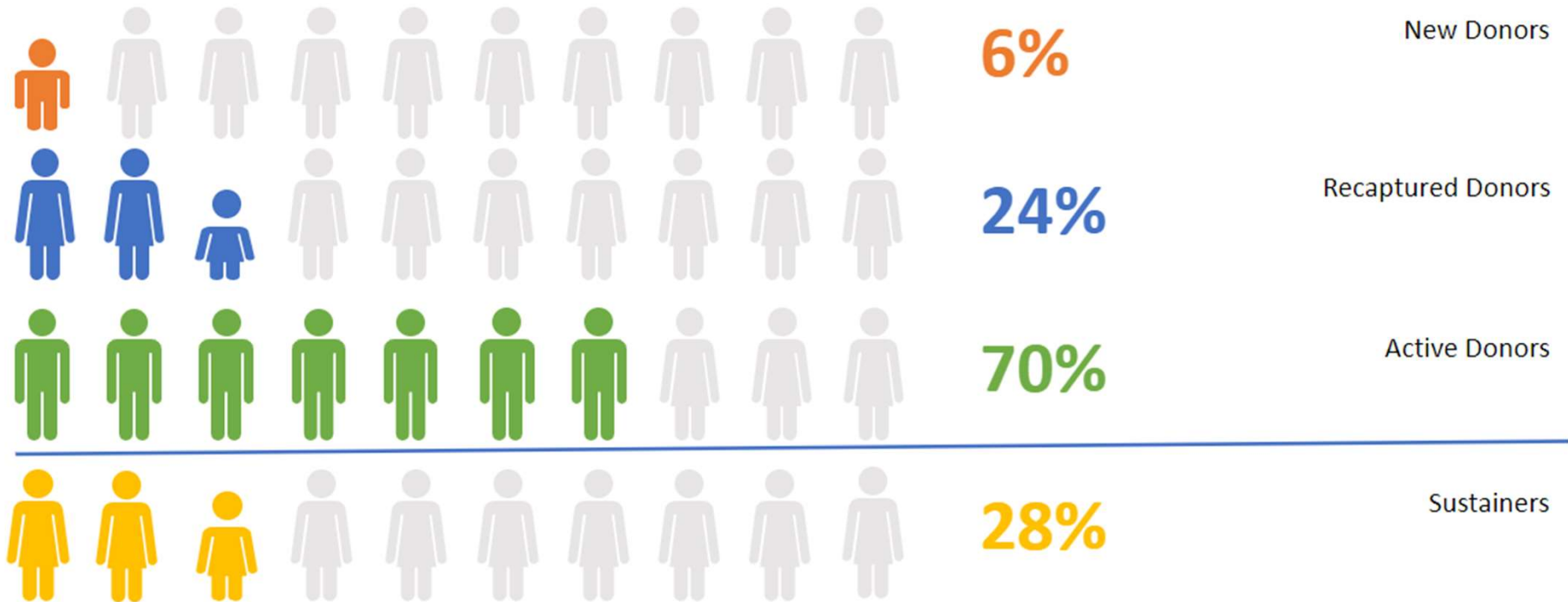
Source: CDP National Reference File made up of 180 Public Media stations (112 TV/Joint, 68 Radio)

FY2023 VS FY2022 Month-Over-Month Median Change				
Month	Direct Mail	Digital	Passport	Pledge
July	-5.4%	2.6%	15.8%	-9.2%
Aug	-4.6%	-2.0%	12.1%	-15.4%
Sept	-11.6%	-2.1%	17.9%	-11.8%
Oct	-3.6%	-3.5%	20.0%	-18.0%
Nov	7.0%	2.2%	27.1%	-6.3%
Dec	-0.3%	-5.7%	22.2%	-8.5%
Jan	5.2%	-1.3%	6.3%	-10.4%
Feb	-6.6%	6.9%	23.1%	-2.9%
Mar	-6.1%	6.4%	26.6%	-7.2%
April	-6.2%	2.6%	14.8%	-7.4%
May	8.6%	18.5%	13.0%	-0.5%
June	-5.4%	10.5%	19.9%	-8.9%

PMGD potential to reach new donors and engage lapsed donors

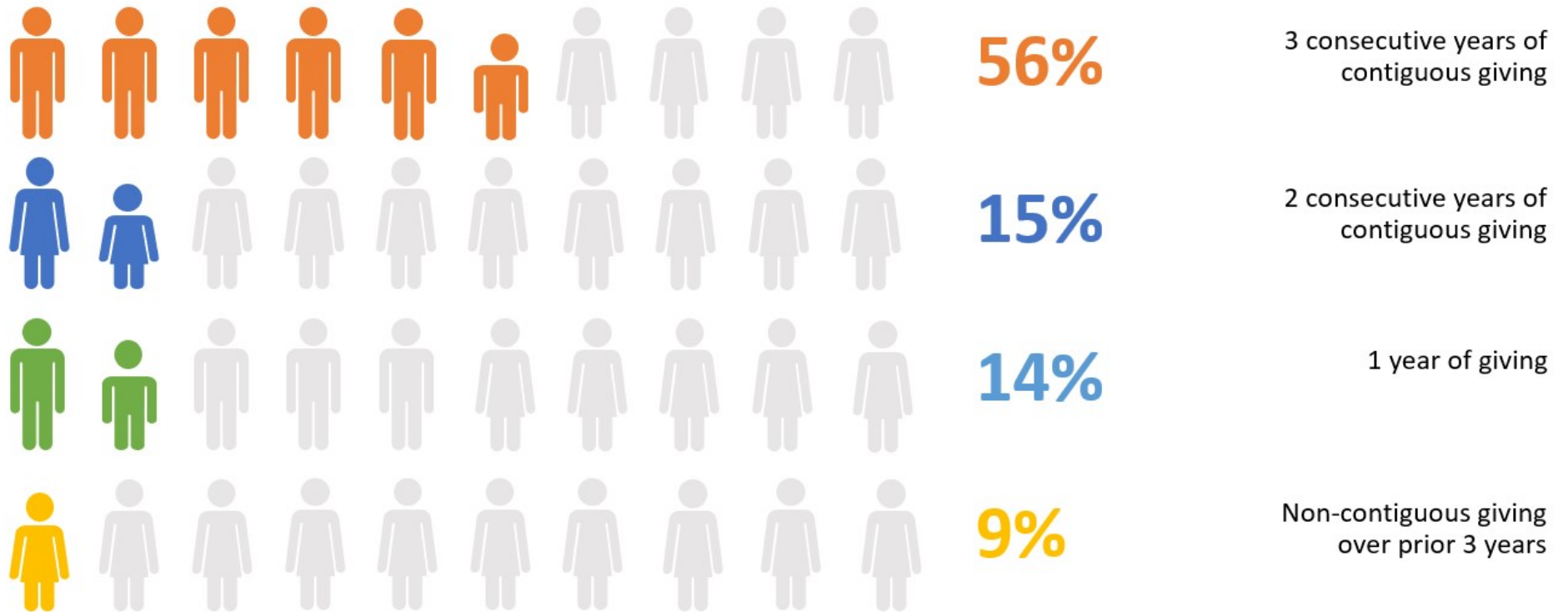


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PMGD 2023 active donor profile

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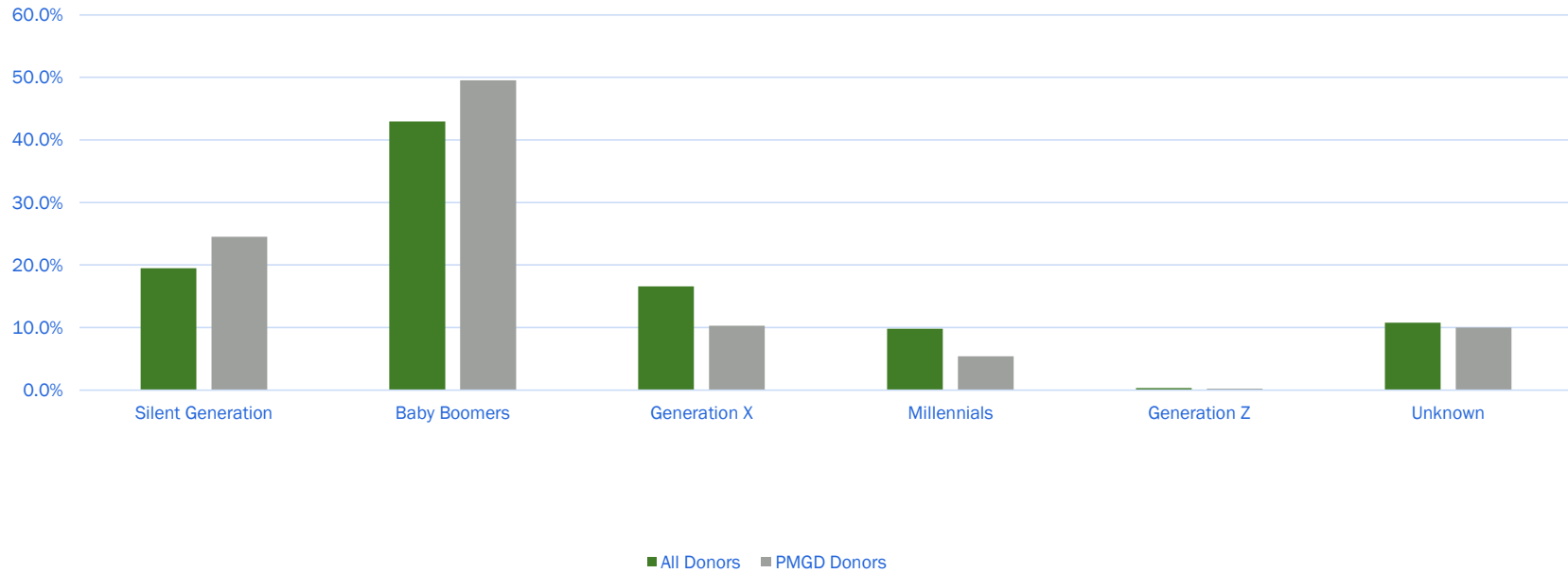


Older donors more responsive to PMGD



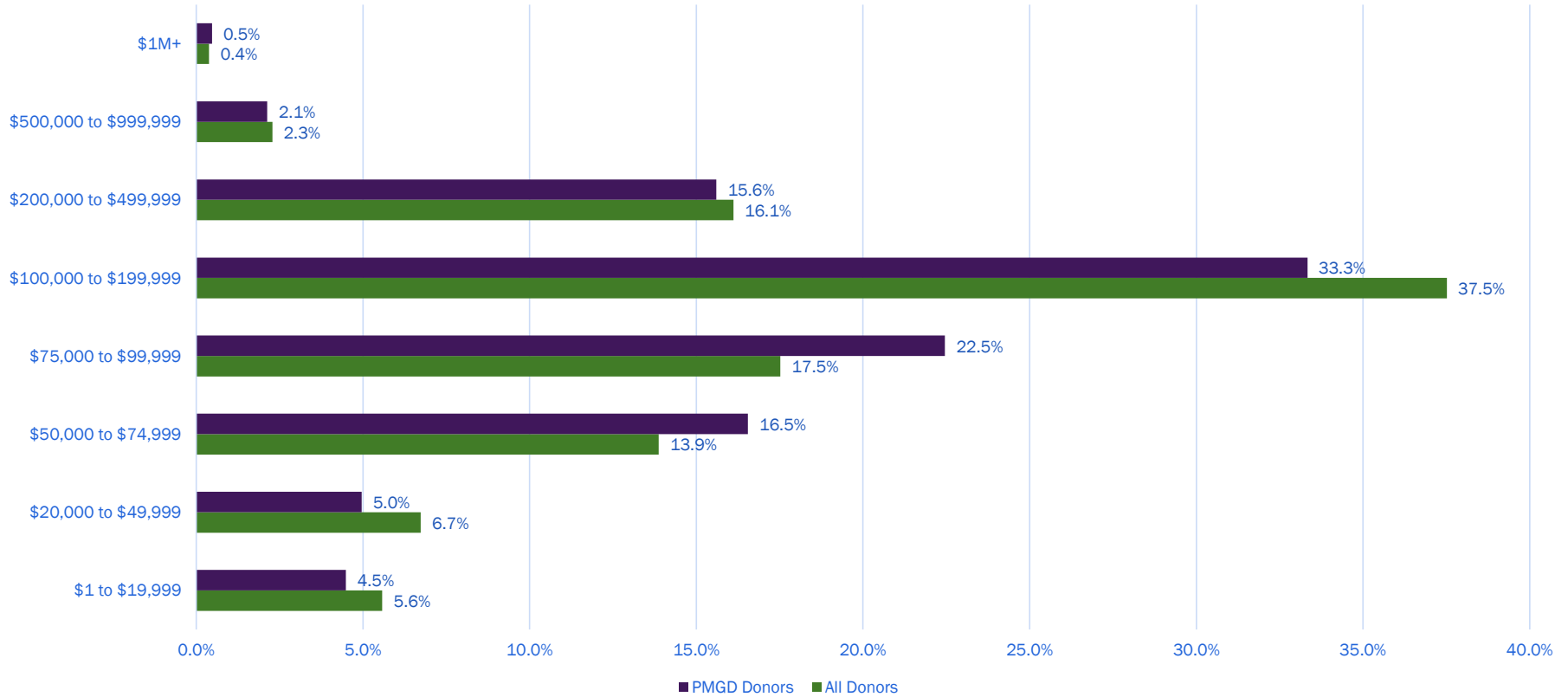
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PMGD Donor Cohort Demographics



Based on data from 36 Public Media stations with demographic data (~1,300 PMGD donors)

PMGD donors appear to have slightly lower income levels



Based on data from 36 Public Media stations with demographic data (~1,300 PMGD donors)

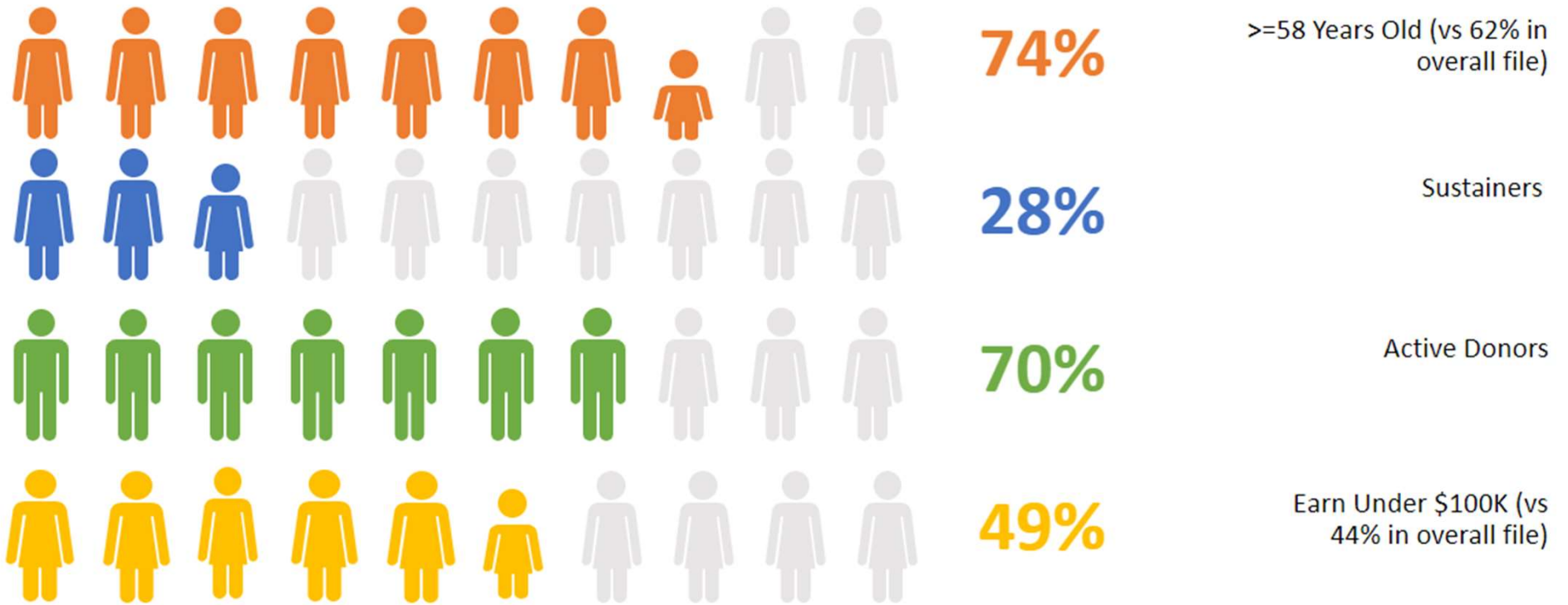


PMGD 2023 donor profile



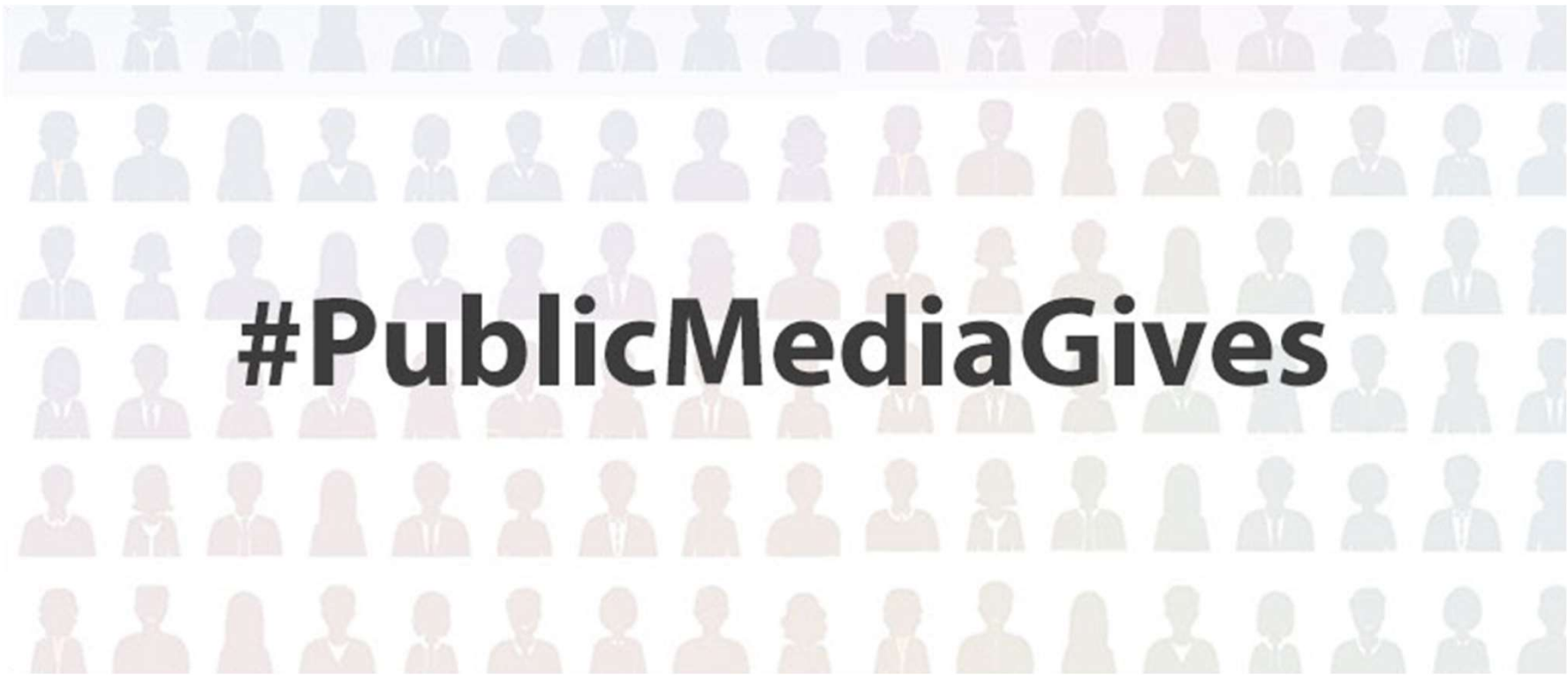
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Based on data from 36 Public Media stations with demographic data (~1,300 PMGD donors)

What's in store for 2024



PMGD 2024 Goals



1. **Build on the success of 2023's campaign:** stay consistent with what worked well and evolve where needed to grow and improve based on 2023 learnings.
2. **Give stations a longer runway to plan and prepare for PMGD 2024:** grow assets/toolkit and make them available sooner.
3. **Improve tracking efforts to better gauge performance:** tracking is vital for evaluating the impact and effectiveness of different channels and overall campaign success.

New this year



- Mail Support
 - Graphics and copy for a postcard
 - Additional “PS” copy to be used in renewals and acknowledgements
- Challenge Match
 - Graphics and copy
- New websites
 - Split donor and station sites
- New PBS Assets
 - New spots
 - *Potential* Interactive social media content
- New NPR assets
 - New audio spots
 - *Likely* video for social media

Still 2 days... Give then advocate (and give again!)



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Wednesday May 1st and Thursday May 2nd

- Day 1
 - Give
 - All content is directly about donating – this day is the hard push for revenue across all channels

- Day 2
 - Advocate and Inspire (to encourage more giving)
 - Content push will focus on the how public media inspires learning, awe, community good, etc.
 - Talk to your neighbors about importance of public media.
 - Encourage your donors to email friends/family or post on social media about why they love public media

New this year: TWO different websites



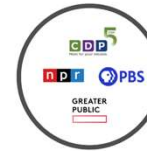
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Public Media Giving Days 2024

What does public media mean to you? Tuning in to your favorite drama? Being mesmerized by a documentary? Staying informed on current events? Providing educational content to kids? Humming along to beautiful music? Whatever your answer, say it loud and proud on Public Media Giving Days, a time to celebrate what #PublicMediaGives to you and your community and to join together in giving back! Over these two days, we're coming together to spread the word about all that public media means! And we need you to be a part of it!



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For stations: publicmediagivingdays.org

- Access station toolkit and assets
- Station FAQs

For donors: publicmediagivingdays.com

- Social copy for public media fans
- Donor FAQs

Station toolkit updated for 2024



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Similar and consistent messaging with 2023 campaign to build PMGD brand value

- Sample campaign messaging and suggested timeline for pre-event, day 1, day 2 and post campaign promotions
- Station assets to support:
 - On-air promotion
 - Email marketing
 - Mail marketing
 - Social media
- Ideas to support campaign development at fundamental, intermediate and advanced levels
- Inspiration around mid-level and major giving, canvassing, tracking results and PMGD donor stewardship

Toolkit designed for station flexibility to give you the ability to modify or just use a portion of the assets if you're in pledge, etc.

NPR Plans



AWARENESS

Banners: NPR.org,
NPR app, newsletters

Audio Promos: NPR
app, Podcasts

Social media

KEY FOR CONVERSION

NPR.org experiences

NPR app messages

Email appeals and
touts in newsletters

OTHER

Update your station
branding in NPR Studio!
Including your donation
form link, for tracking.

Reminder 'Twexit' bump!

PBS Plans



NATIONAL PROMOTION

- PBS.org Home Page & App Banner (Badge)
- Home Page Carousel Slide
- Website Display Ads
- "What to Watch" Email Features

LOCALIZATION

- Home Page Carousel
- Email Newsletter Station Content
- Update Donation Form (for tracking)

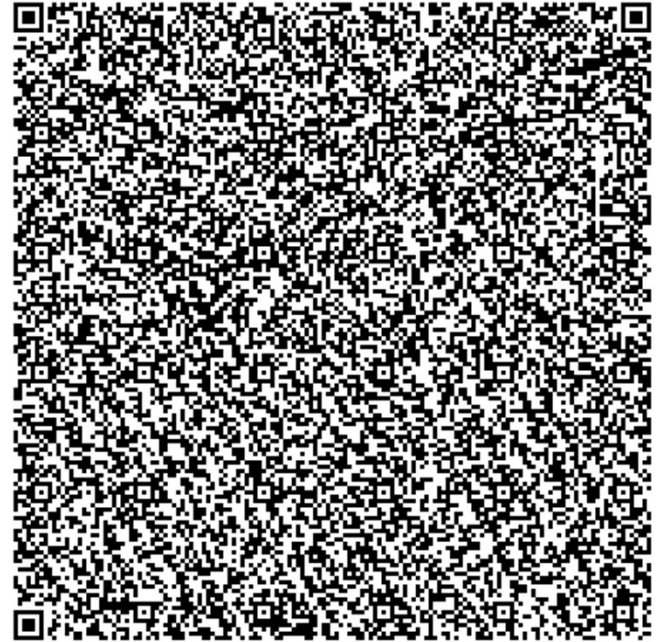
PBS ASSETS

- Promotional broadcast and digital spots showcasing impact of Public Media content
- Potential* 'sticky' social media interactive posts

Additional PBS Resources



BRAND ILLUSTRATIONS



Available on the Source

Go beyond the toolkit, get creative



- Integrated fundraising opportunity; other channels to consider beyond email, organic social, on-air and website promotion:
 - Mail: postcard, buckslips, one-off letter to major or mid-level donors
 - Texting: text-to-give or outbound text campaigns
 - Challenge match: create a sense of urgency
 - Digital advertising: paid search, display ads, paid social ads, etc.
 - Print or Outdoor Ads: magazine ad, billboard, posters, etc.
 - Canvassing: incorporate PMGD messaging for face-to-face opportunities

- Engagement fundraising opportunity; creative ways to engage with new audiences and donors:
 - Station events: in person, livestreaming or virtual
 - Personalized video: special PMGD message

Discussion: Station plans and ideas



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Katie Miller
Director of Membership
Vermont Public



Samantha Harris
Director of Membership
PBS Reno



Carolyn Jewell
Director of Development
WYPR

Setting goals and tracking progress



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- Think about your station goals
 - How does PMGD fit into your overall fundraising goals?
 - Where could you improve performance over last year's campaign?
 - Engagements (email opens, social media views and donation page visits)
 - New donor acquisition
 - Digital revenue lift
- Barriers in tracking
 - Attribution is challenging
 - Day of performance doesn't capture the "halo effect" of giving weeks after
 - NRF provides insights but not a complete system-wide picture
 - Variations in station source codes (do assign specific PMGD source code)
 - Gifts spread across NRF source categories
- Year-over-year monthly performance is best indicator

Start planning for tracking now



Campaign performance tracking is vital for evaluating the impact and effectiveness of different channels and strategies used during PMGD.

BASIC TRACKING
<ul style="list-style-type: none">• PMGD specific donation form with campaign branding• PMGD distinct appeal or source codes applied to donations in your CRM

ADVANCED+ TRACKING
<ul style="list-style-type: none">• PMGD donation form variants for specific PMGD channel efforts (email, social, website, etc)• PMGD donation form variants for PBS and NPR referrals

This data helps in understanding donor behaviors and preferences, allowing for more targeted and successful fundraising efforts in future giving days.

- Total revenue (by channel)
- Total donation count (one-time, sustaining)
- Average gift
- Donor type: new, lapsed, renew, add gift
- Email metrics: click-thrus, conversions
- Social media/digital ad metrics: impressions, engagement, reach, conversion
- Website metrics: impressions, unique visitors

Next steps & timeline

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- March 4
 - Station assets available
- April 2
 - Donor assets available (for public media fans)
- Mid-late April
 - Pre event messaging begins
- May 1
 - Campaign begins Day 1 Give
- May 2
 - Campaign continues Day 2 Advocate/Inspire
- Late May/Early June
 - Post campaign survey sent out to stations

Questions, comments, discussion?



THANK YOU.

