

# The 2008 EOY Fundraising Project

Results. Lessons Learned. Next Steps.

Presented by John Sutton, Jay Clayton, and Sonja Lee

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# The 2008 EOY Fundraising Project

## The Collaboration

NPR, PRI, APM, DEI

Public Interactive

John Sutton & Associates

Jay Clayton & Associates

More than 70 stations

# The 2008 EOY Fundraising Project

## The Project Goal

To establish a collaborative End of Year fundraising season that efficiently generates more dollars and more donors for stations at a low cost and with less effort.

# The 2008 EOY Fundraising Project

## Project Components

- Direct mail letters
- eblasts
- Multiple on-air spot campaigns
- Turnkey EOY on-air fundraising special

# The 2008 EOY Fundraising Project

## Overall Results

	<u>Known</u>	<u>Estimated</u>
Total Project	\$ 476,000	\$ 1,100,000
On-air Special	\$ 276,000	\$ 376,000

Known results are actual numbers from PI's Quick Pledge and 39 station surveys. Estimates were projected to all participating stations using ratios from QP and survey data.

# The 2008 EOY Fundraising Project

## Top-line Survey Results

- 79% of all listeners who heard the Best of Public Radio 2008 special said they liked it and would listen to similar programs in the future
- 63% of stations responding to survey said they would participate again

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## Station Survey

- 39 stations responded to the survey
- Special thanks to NPR Research for providing survey and analysis services

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## Station Survey Findings

End of Year Station Survey		
Would you participate again if a similar service was offered?		
Answer Options	Response Frequency	Response Count
Yes	62.9%	22
No	8.6%	3
Not sure	28.6%	10
<i>answered question</i>		35
<i>skipped question</i>		4



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## Station Survey Findings

End of Year Station Survey		
Please choose the response below that best describes your experience with the entire End of Year fundraising package.		
Answer Options	Response Frequency	Response Count
Our End of Year revenues were up significantly this year	25.7%	9
Our End of Year revenues were up slightly this year	34.3%	12
Our End of Year revenues were up this year but we don't	0.0%	0
Our End of Year revenues were up this year for reasons	14.3%	5
Our End of Year revenues were the same as last year	2.9%	1
Our End of Year revenues were down compared to last	17.1%	6
I don't know how this compares to last year	5.7%	2
	<i>answered question</i>	<b>35</b>
	<i>skipped question</i>	<b>4</b>

# The 2008 EOY Fundraising Project

## Station Survey Findings

- 60% of stations were supportive of adding a toll-free number to future efforts
- Nearly two-thirds of stations were supportive of adding a text-giving component to future efforts

# The 2008 EOY Fundraising Project

## Station Comments and Criticisms

- Stations with minimal EOY fundraising experience greatly appreciated the full package of services and recommendations on implementation
- Most stations with existing EOY fundraising experience found some additional value

# The 2008 EOY Fundraising Project

## Station Comments and Criticisms

- Some stations highly valued the full turnkey approach of the BOPR on-air special
- Many stations wanted more time for local pitching
- Several stations want all contributions to be processed locally in the future

# The 2008 EOY Fundraising Project

## Station Comments and Criticisms

- To almost everyone's surprise, Peter Sagal and Fred Child sound very much alike

# The 2008 EOY Fundraising Project

## The Project Business Model

- This is a self-sustaining project
- The three networks provided a small amount of seed money
- Surplus revenues will be used to fund future projects
- Station fees will be kept low

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## Listener and Giver Surveys

- Special thanks to NPR Research for providing survey and analysis services
- NPR Listener Panel and Giver survey
  - 5,000 invitations, 3,750 responses
  - 1,750 heard the BOPR program
  - 1,225 were BOPR Givers

# The 2008 EOY Fundraising Project

## Key Findings

- Listeners liked the BOPR special, even though they missed hearing their regular programs
- 3 out of 4 listened for 30 minutes or more



# The 2008 EOY Fundraising Project

## Key Findings

- Hearing stories they missed, or hearing stories again, made the special worth listening to and influenced listeners' decisions to give
- Those who did not give said they had given earlier in the year, often earlier in December

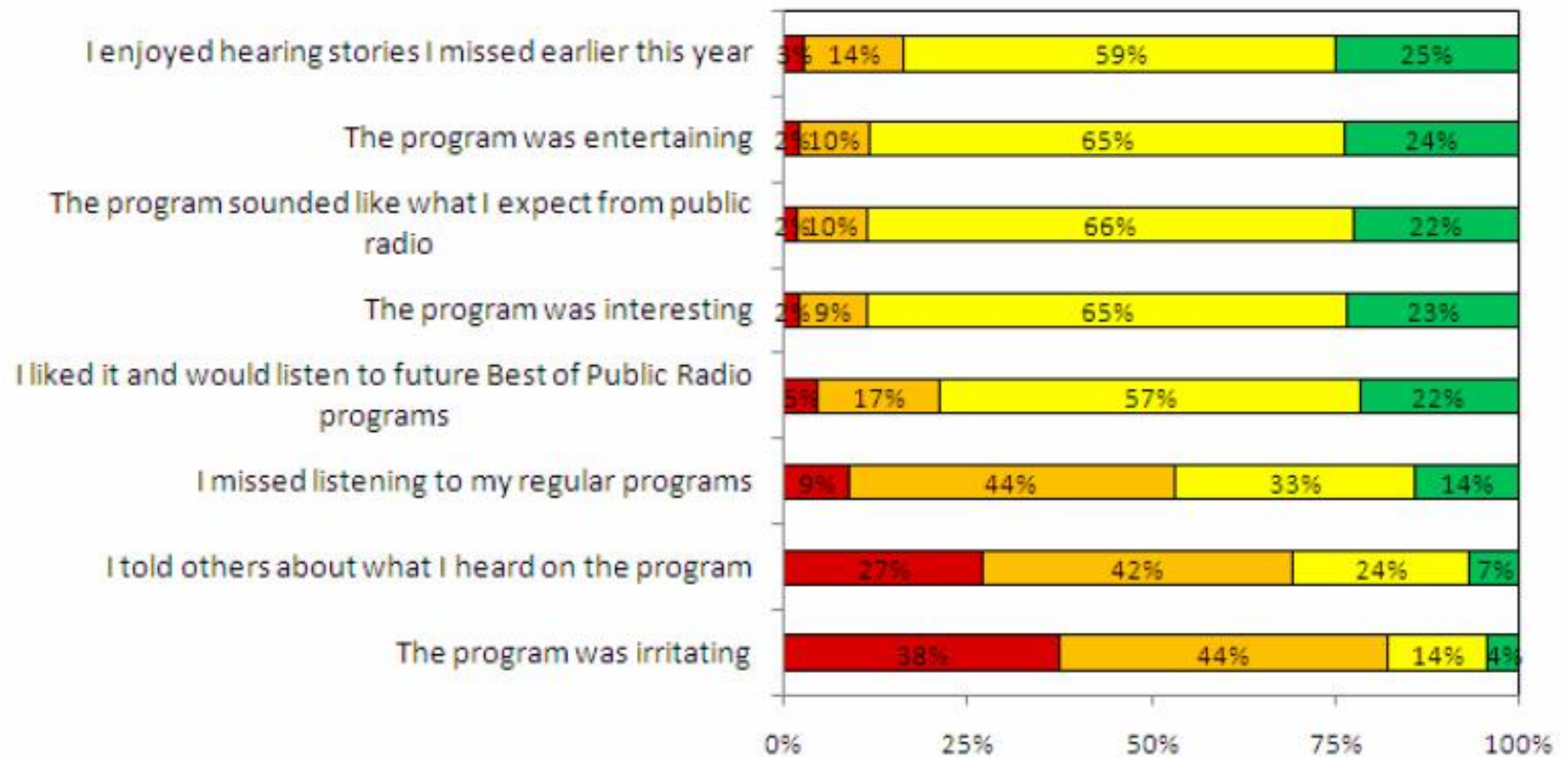
# The 2008 EOY Fundraising Project



NPR Audience Insight & Research - Listener Panel Study

## What did you think of the Best of Public Radio program?

Strongly Disagree Disagree Agree Strongly Agree

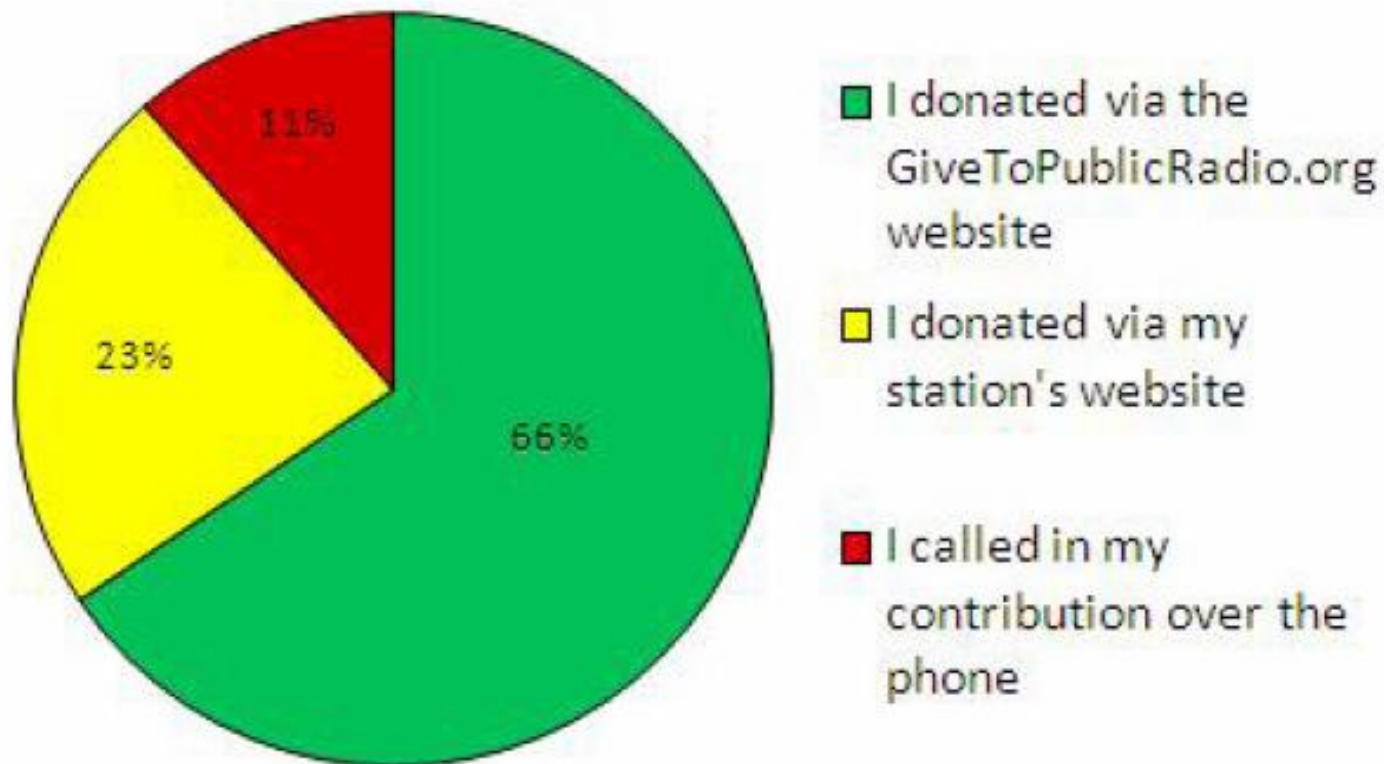


# The 2008 EOY Fundraising Project



NPR Audience Insight & Research - Listener Panel Study

## How did you make your BOPR contribution?



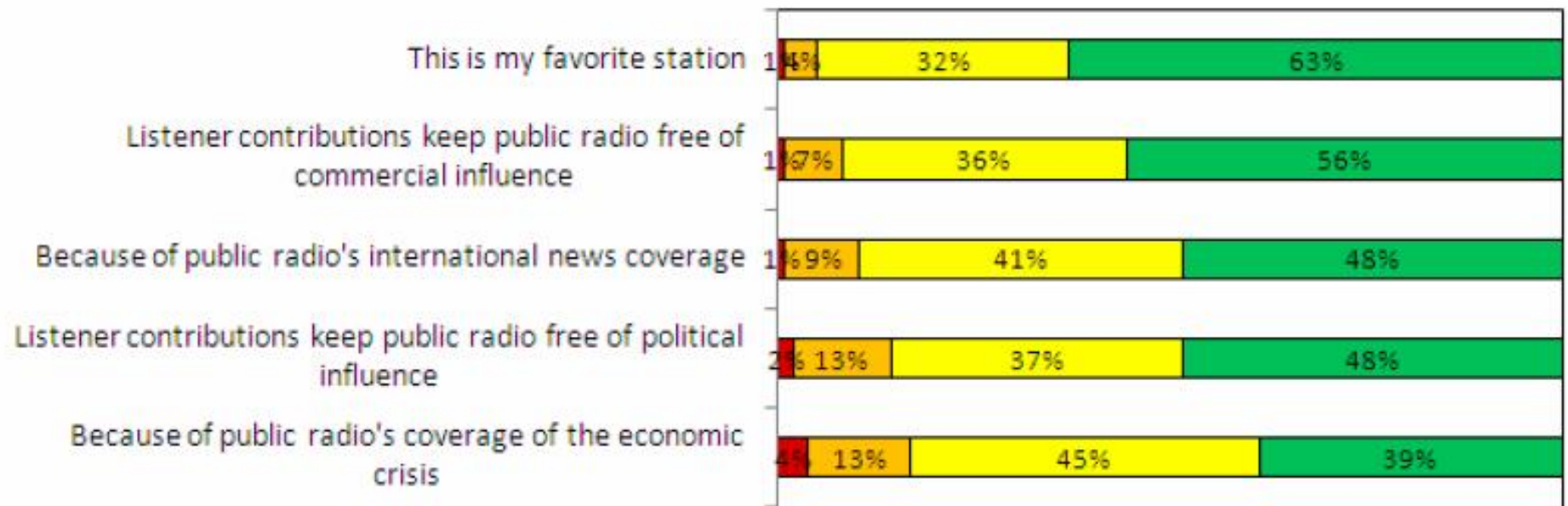
# The 2008 EOY Fundraising Project



NPR Audience Insight & Research - Listener Panel Study

**Possible reasons for donating to your station are listed below.  
Please rate each one's influence on your BOPR donation.**

■ Strongly Disagree ■ Disagree ■ Agree ■ Strongly Agree



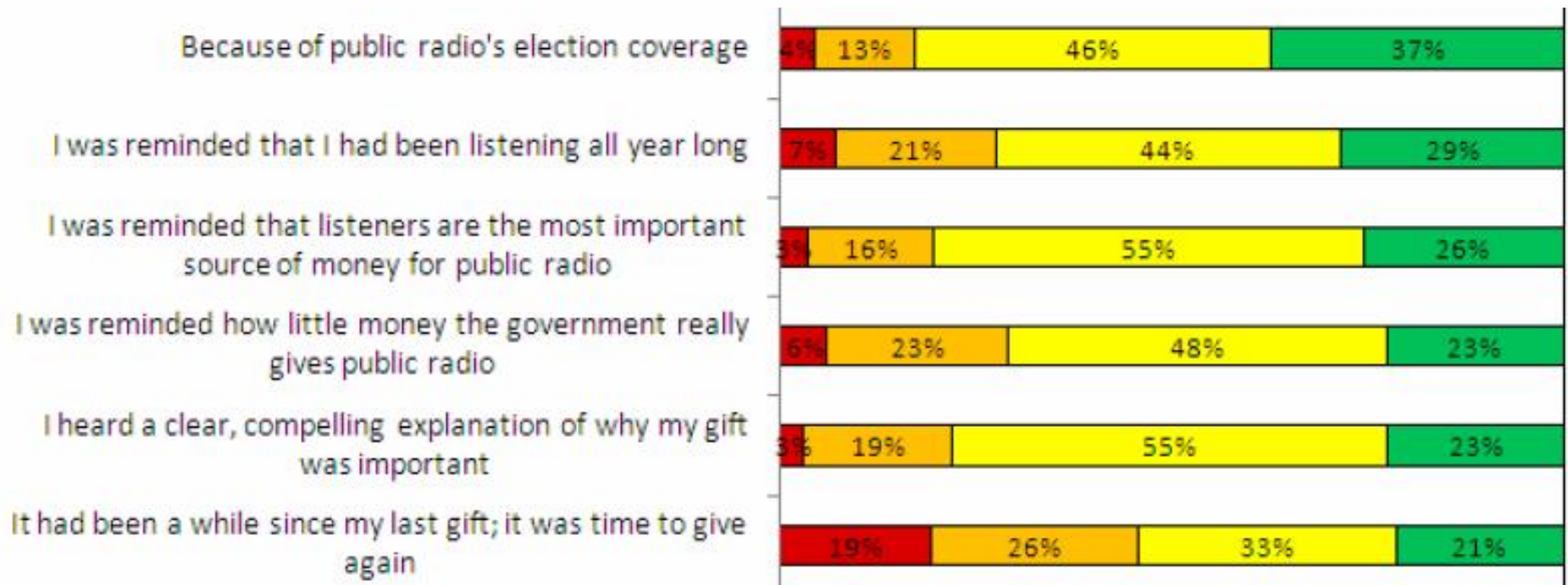
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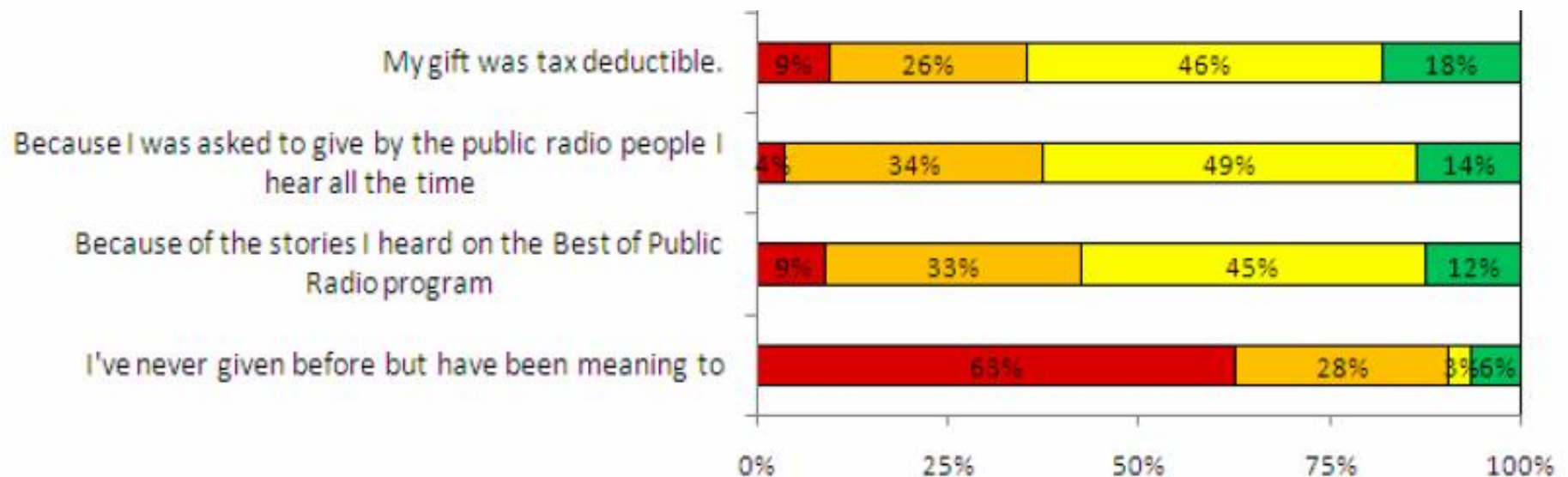
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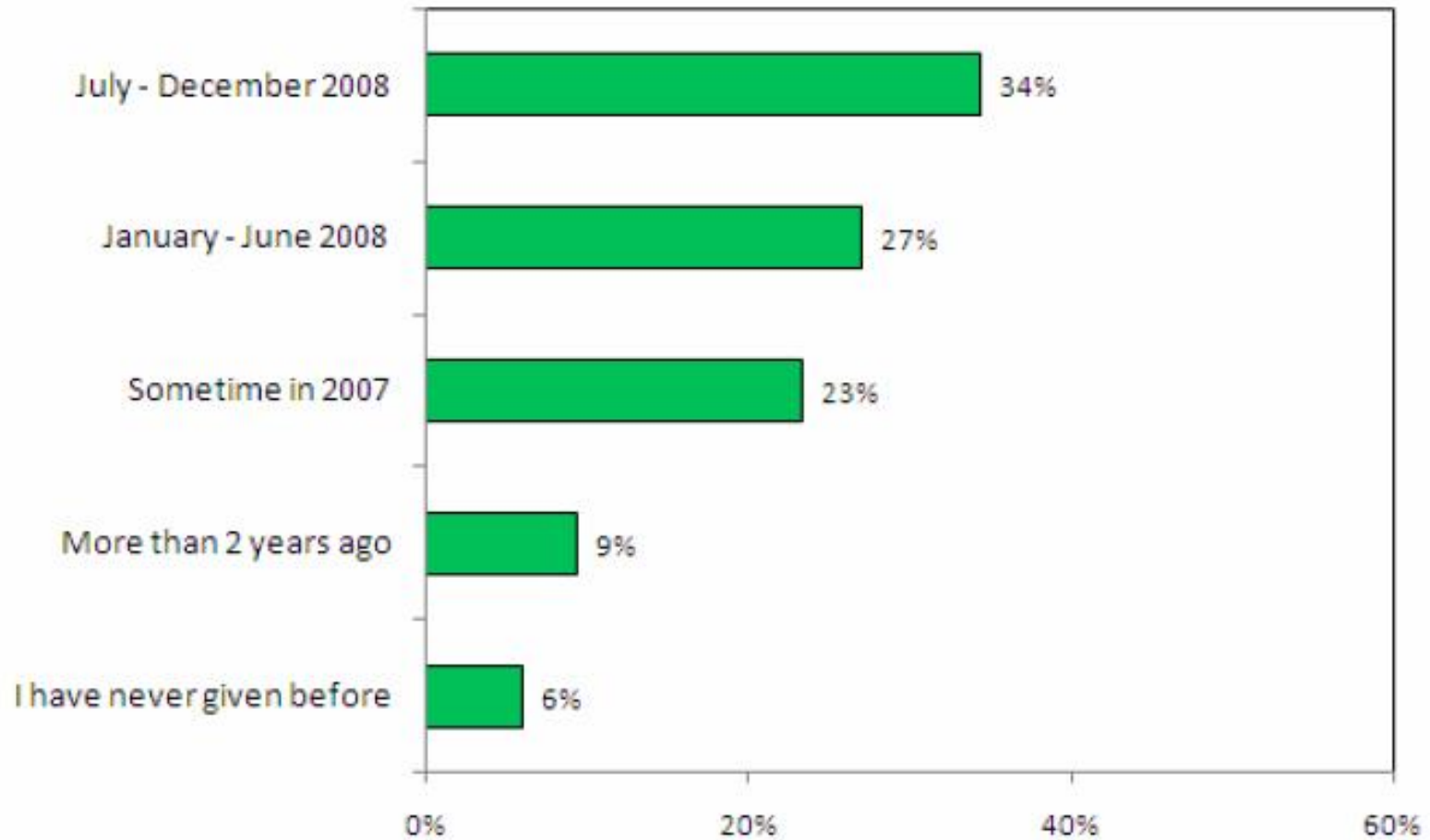
■ Strongly Disagree ■ Disagree ■ Agree ■ Strongly Agree



# The 2008 EOY Fundraising Project



Excluding any BOPR donations, when did you last donate to public radio?

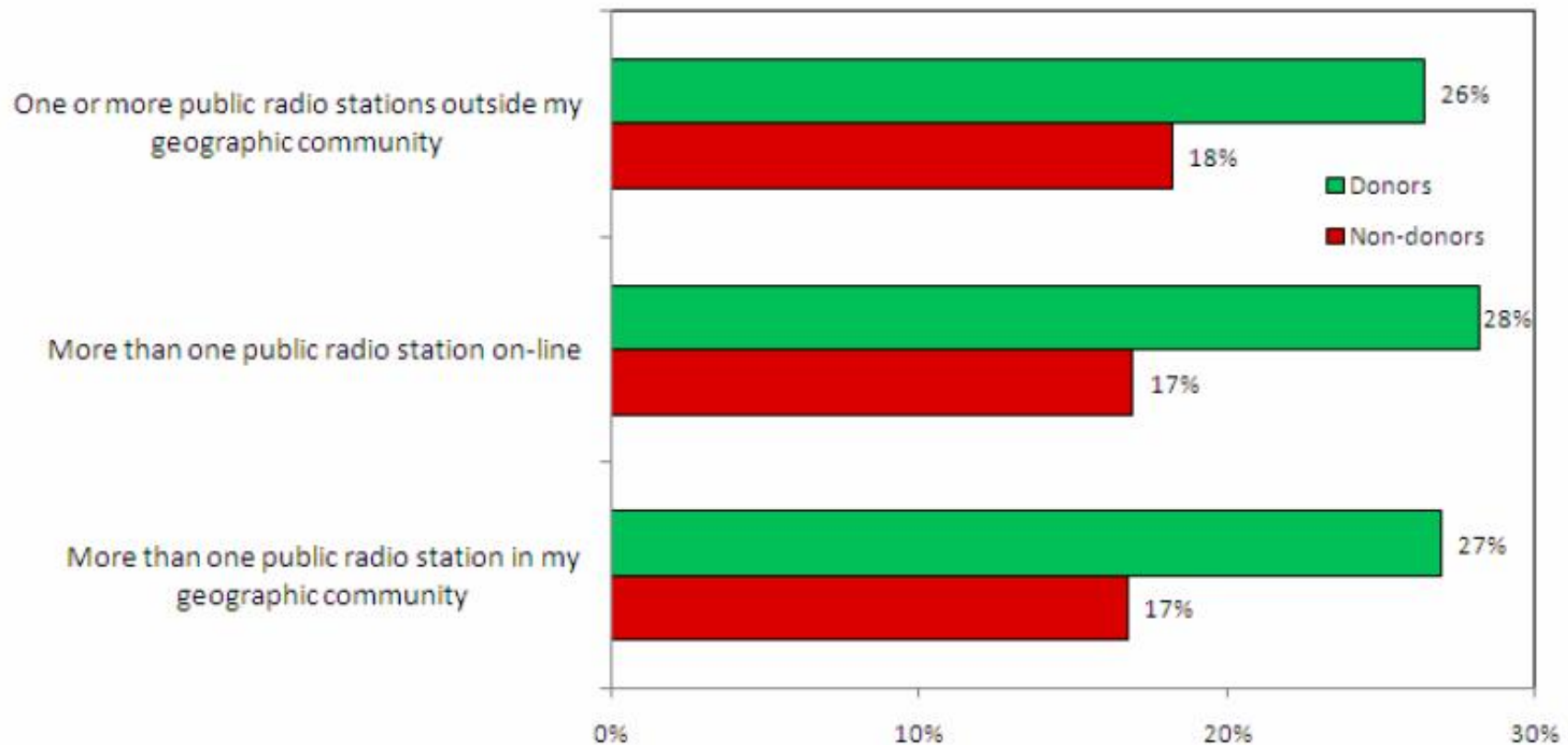


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NPR Audience Insight & Research - Listener Panel Study

In a typical week, I listen to . . .





# The 2008 EOY Fundraising Project

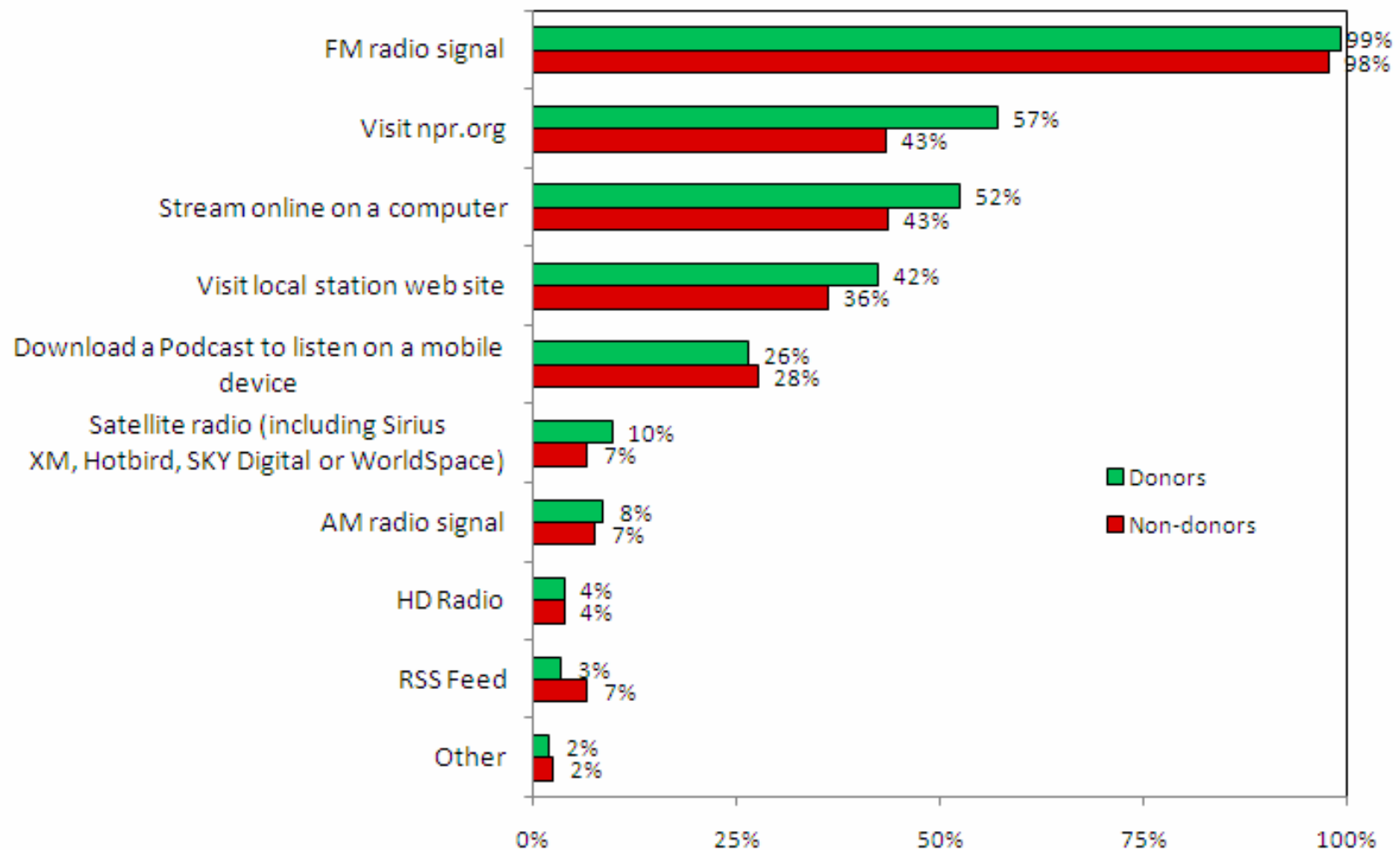
## Key Findings

- The donor survey again validates the programming and fundraising concepts of Reliance and Personal Importance at the station level
- The more ways someone accesses public radio content, *even if not from a station*, the more likely she is to give to her station

# The 2008 EOY Fundraising Project



In a typical week, what are all the ways you access public radio?



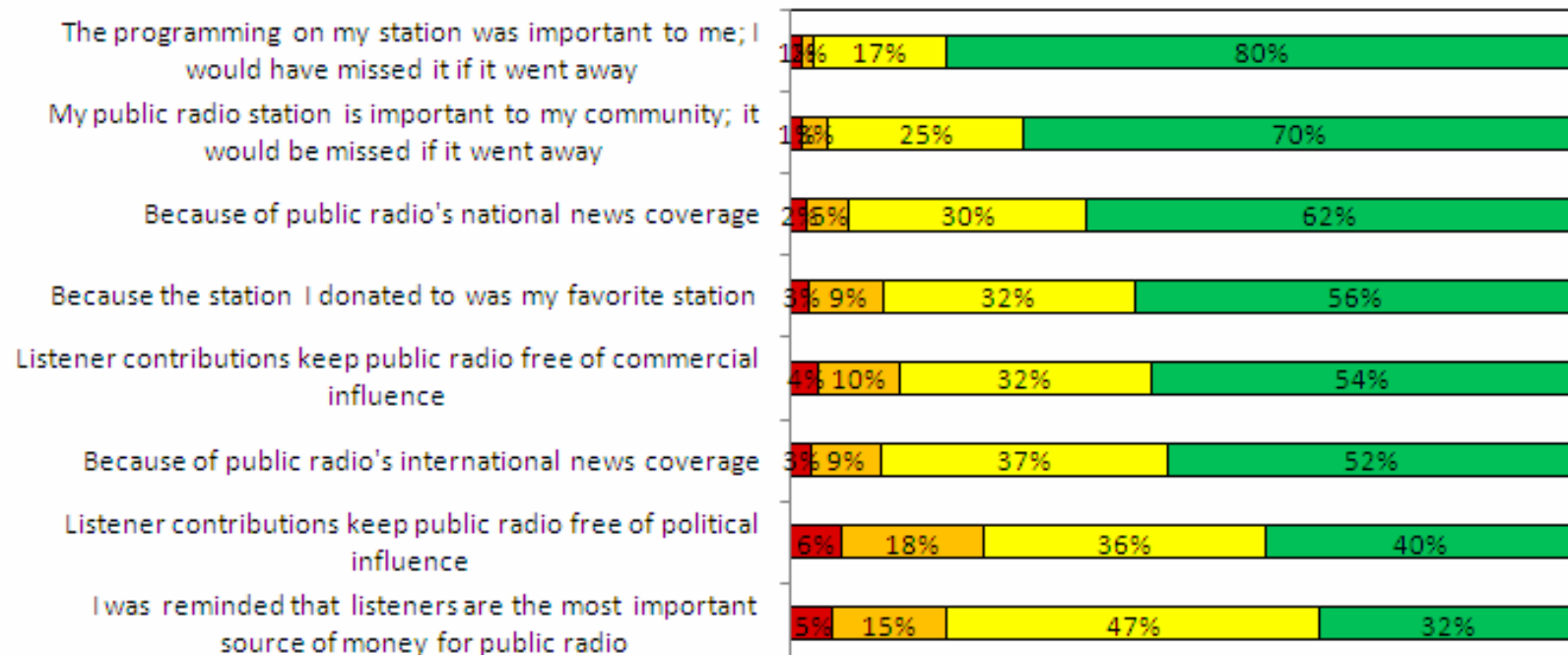
# The 2008 EOY Fundraising Project



NPR Audience Insight & Research - Listener Panel Study

Possible reasons for donating to public radio are listed below.  
Please rate each one's influence on your past decisions to give.

Strongly Disagree Disagree Agree Strongly Agree



# The 2008 EOY Fundraising Project

## Summary

- The project largely accomplished its goal of helping to establish an EOY fundraising season
- We will build on the integrated approach to provide additional services at the end of 2009
- The turnkey element is important to a lot of stations but more flexibility must be provided for this to work for other stations

# The 2008 EOY Fundraising Project

## Summary

- We will act on stations' suggestions about flexibility in processing payments
- We will provide stations with additional local cutaway time
  - But it won't lose its "national" approach
- We are working with the networks to apply lessons learned to fundraising editions of regular programs

# The 2008 EOY Fundraising Project

## Next Steps

- A more flexible Summer “Best-of” program that will go deeper into the archives
- It will incorporate a national toll-free number
- The broadcast window will be larger, probably 2-3 weekends
- The package will include spots, eblasts, and the special, but not direct mail
- Station fees will be similar to the EOY package

# The 2008 EOY Fundraising Project

## Next Steps

- We will work on a more advanced timeline for the Summer campaign and for EOY 2009
- We will try to incorporate text giving for EOY 2009

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Questions

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