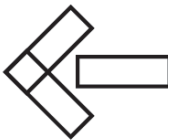


Speaker Information

- **Anne Ibach, OPB**
Director of Membership
503.293.1937 ~ aibach@opb.org
- **Rachael Snow, OPB**
Associate Director of Membership Operations
503.293.4006 ~ rsnow@opb.org

#PMDMC17



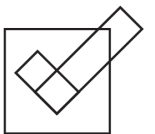


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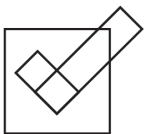


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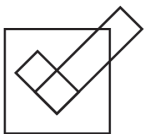


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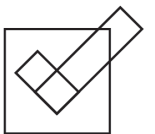


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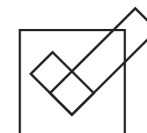


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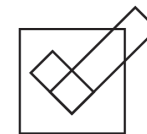


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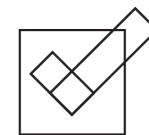


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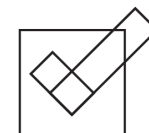


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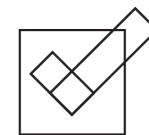


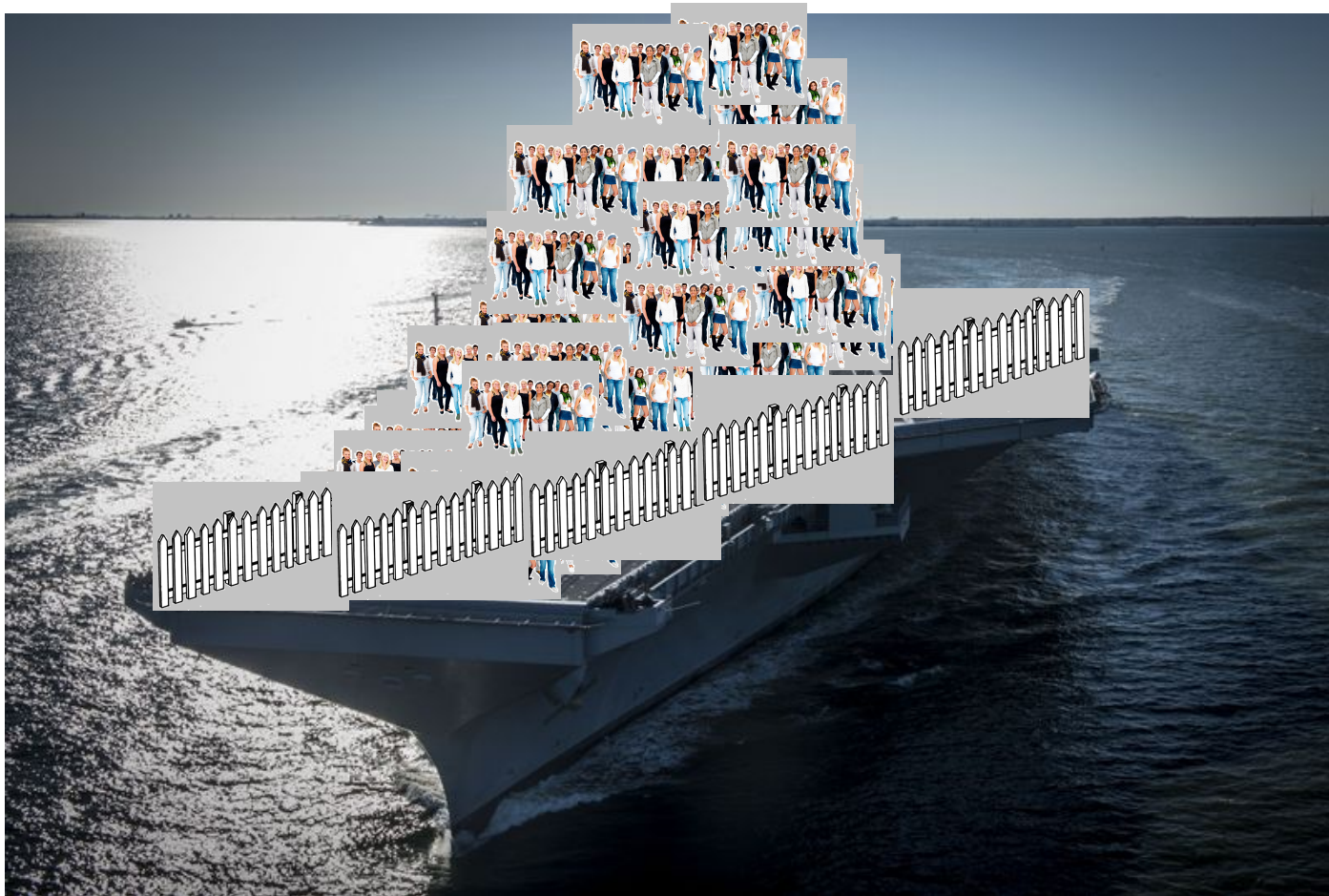
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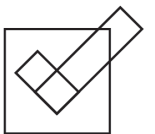


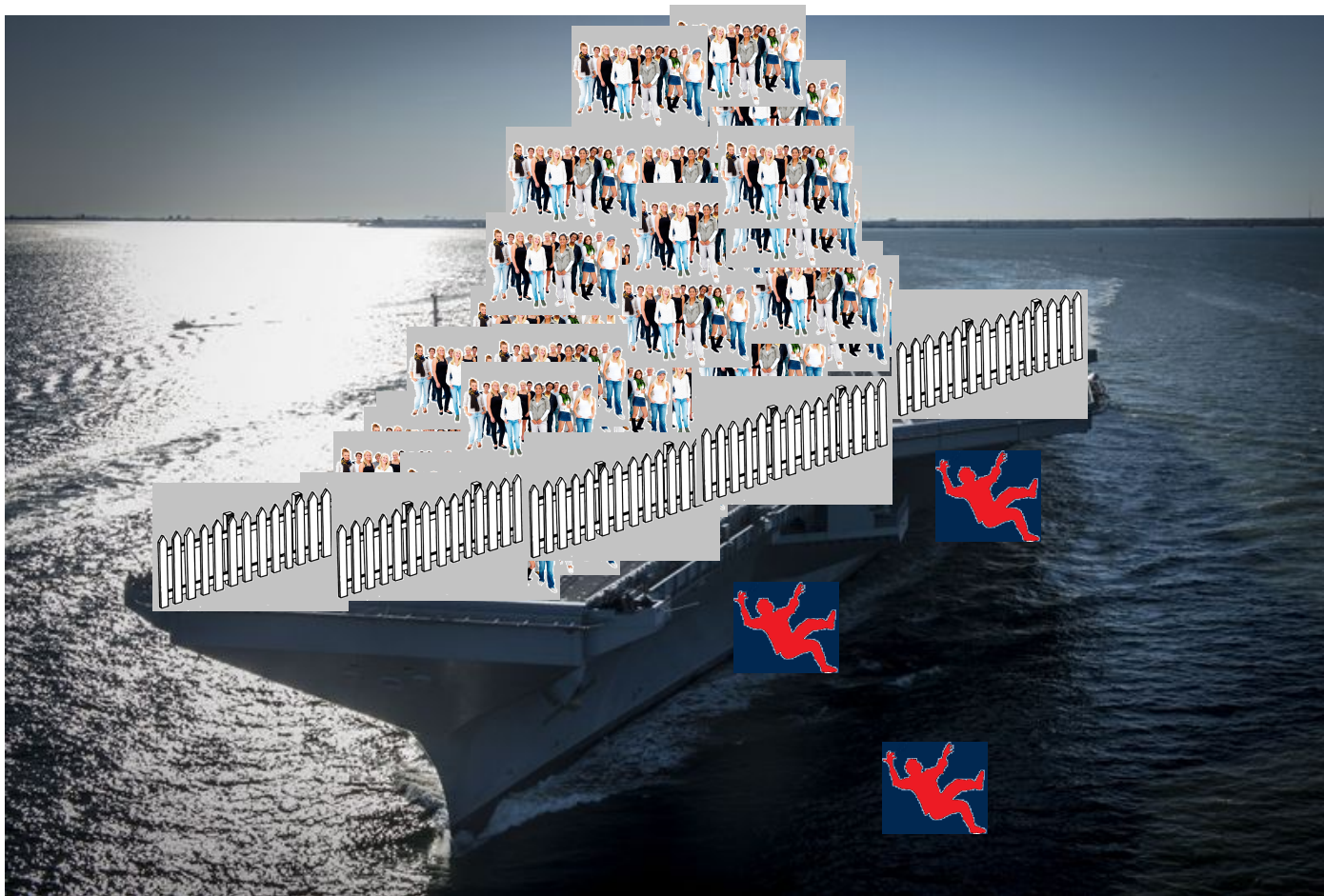
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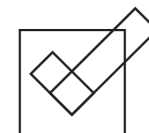


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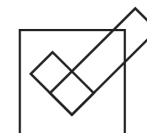


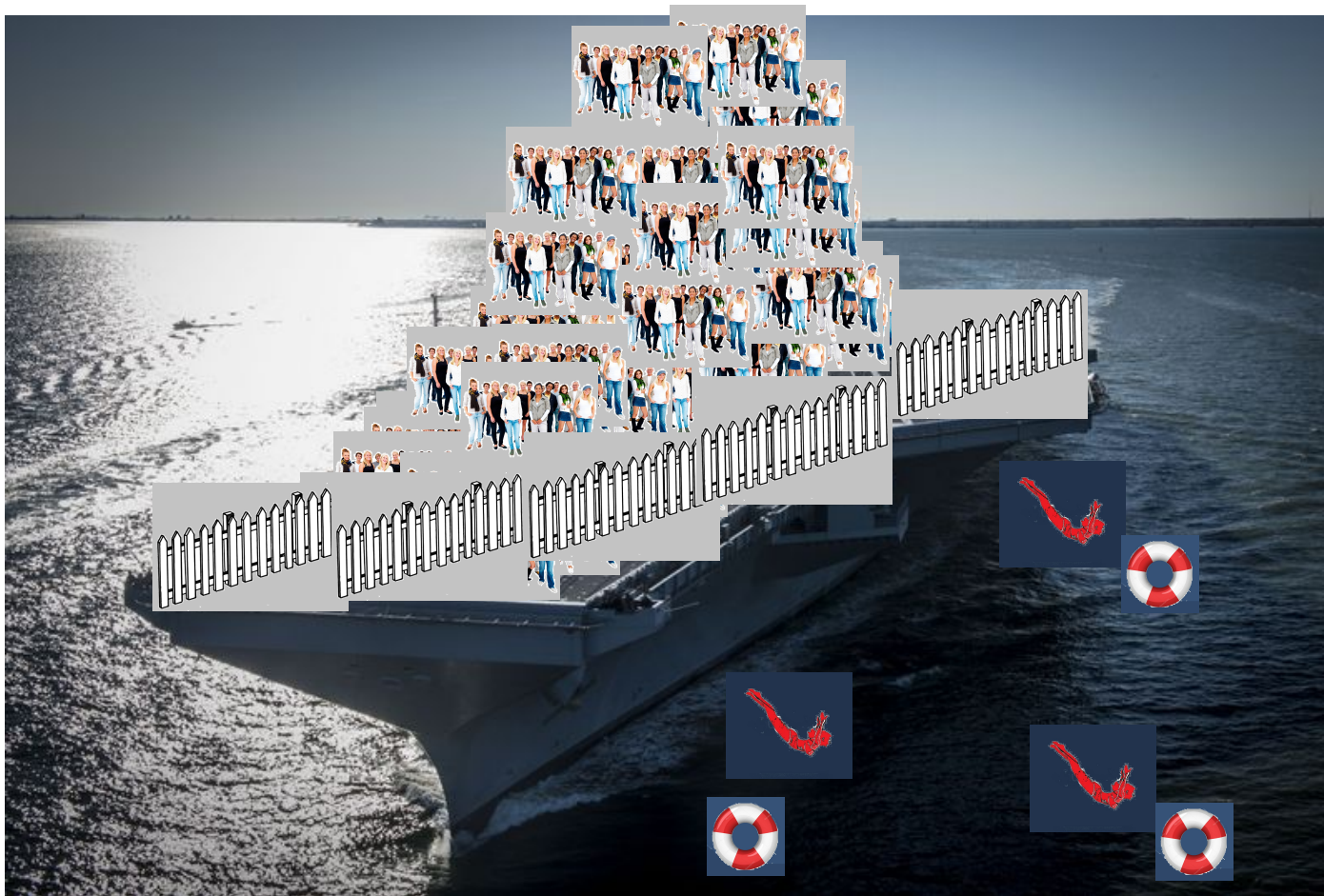
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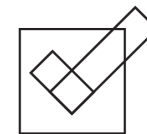


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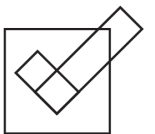


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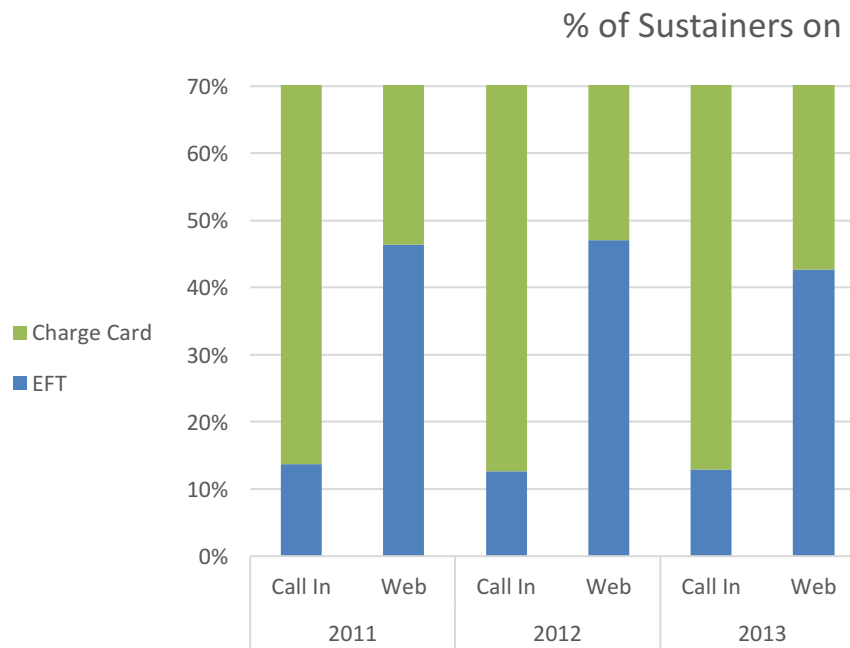
The OPB Strategy

- Driven by data and best practices
- Embraces constant evolution and opportunity
- Focuses on acquisition and retention of members

#PMDMC17

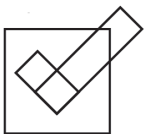


Call Center as a Fundraising Partner



The percentage of members making their sustaining gift using their checking account was much lower over the phone than online.

#PMDMC17



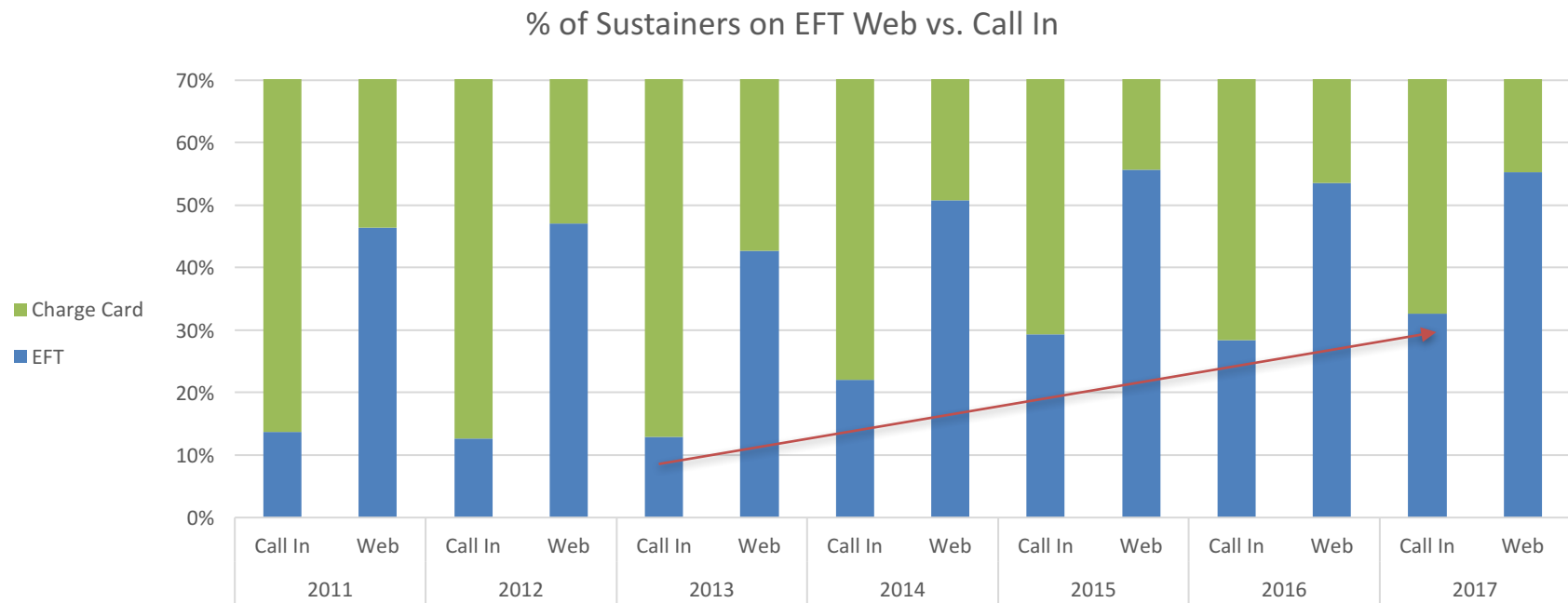
Call Center as a Fundraising Partner

- Rewrote in-bound scripts to ask for EFT and sustainers
- Retrained on-site volunteers on the mechanics of taking a call and the importance of sustaining membership
- Implemented a member lookup allowing the caller to increase their monthly gift or update their payment method

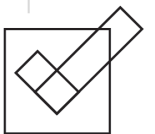
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Call Center as a Fundraising Partner

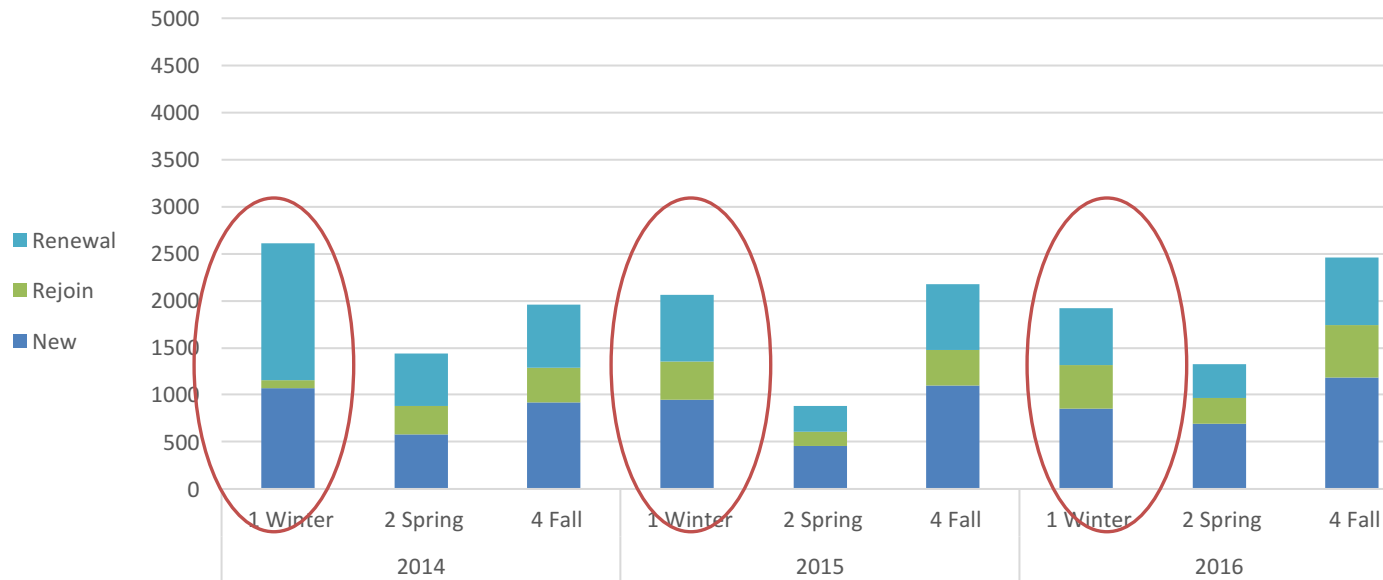


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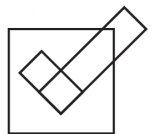
Driving Sustaining Gifts On Air

Sustaining Gifts by Radio Drive



Post election, February 2017 presented a **unique opportunity** with increase public reliance on news

#PMDMC17



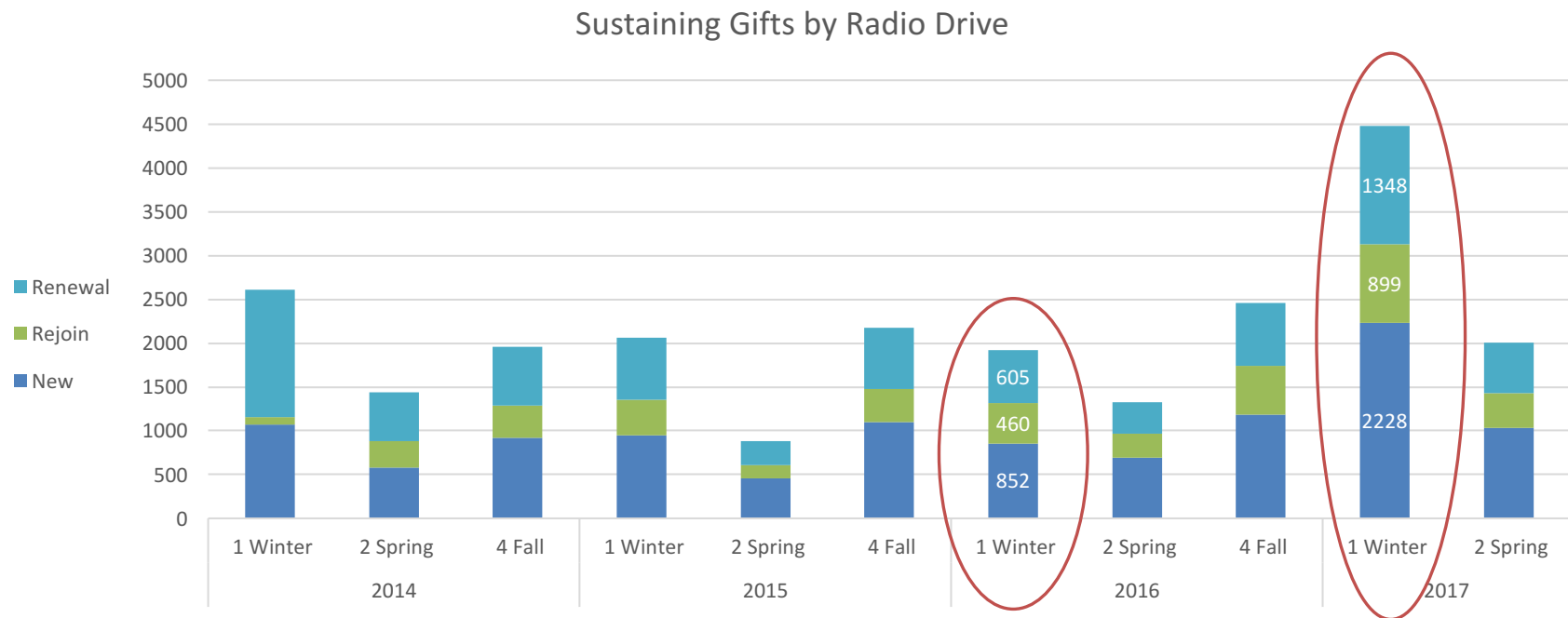
Driving Sustaining Gifts On Air

- Focus messaging on acquisition and sustainer conversion
- Embrace the opportunity, pitch the full ten days with no dollar goal
- “Sell” this idea to management and the pitching staff
- Drove toward end date for drive: Saturday at 5:00 pm
- Acquire the Holy Grail member!

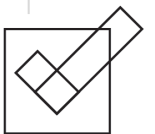
#PMDMC17



Driving Sustaining Gifts On Air

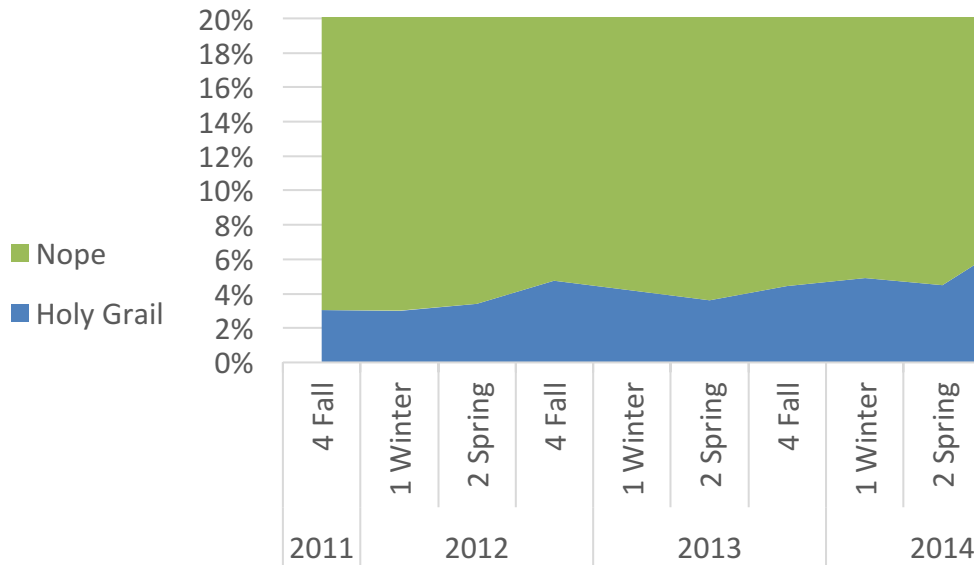


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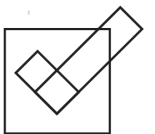
The Search for the Holy Grail

% of New Sustainers on EFT by Radio Drive



On air drives are the most effective way to get new, sustaining donors. The rate of new sustainer acquisition during drives was stagnant.

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The Search for the Holy Grail

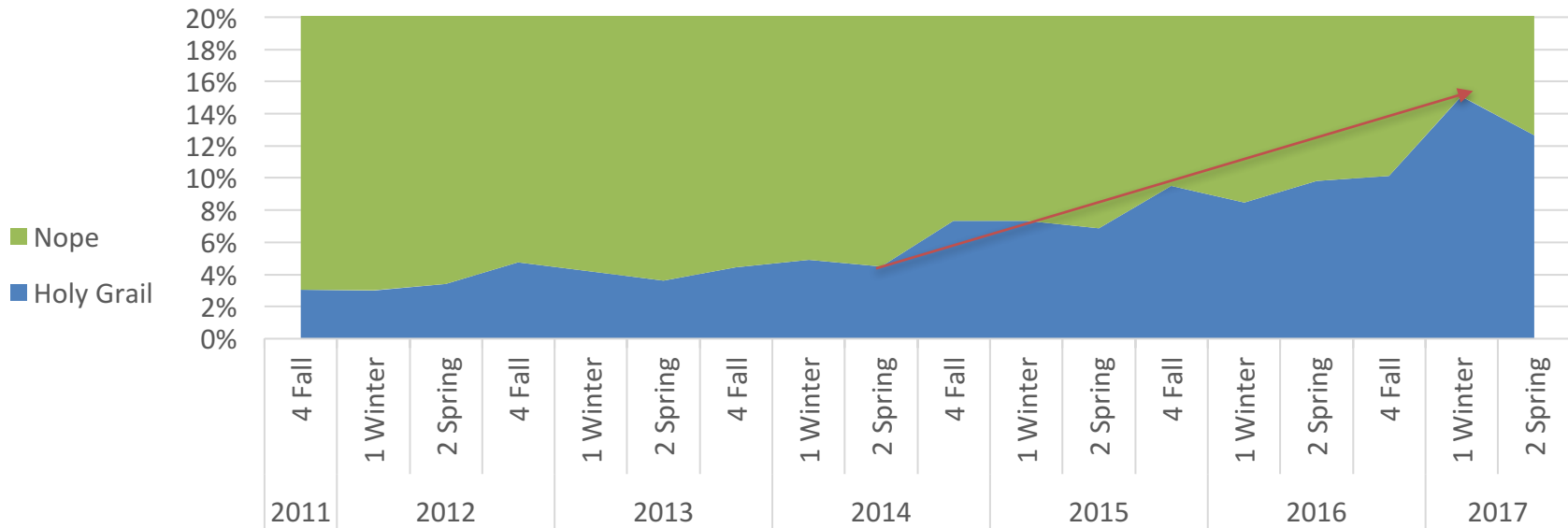
- Revised on-air messaging to focus on new sustaining members and explain the value of using a checking account
- Shared metrics across organization creating a shared interest in increasing performance
- Updated online giving forms and inbound calling scripts to encourage monthly giving using a checking account

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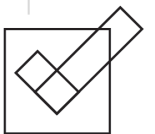


The Search for the Holy Grail

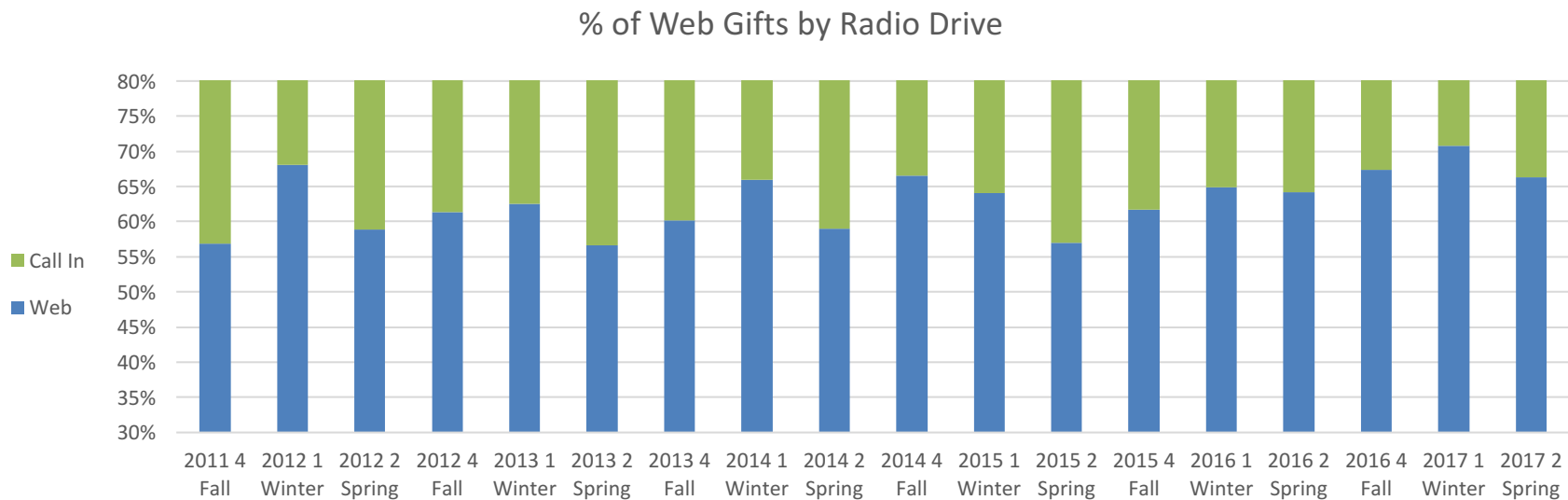
% of New Sustainers on EFT by Radio Drive



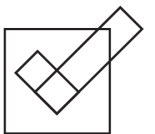
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An Evolving Online Experience



#PMDMC17



An Evolving Online Experience

One-Time Contribution - OPB - Windows Internet Explorer

https://secure.opb.org/contribute/sustain/

File Edit View Favorites Tools Help

One-Time Contribution - OPB

SUPPORT

Sustaining Membership
You can also support OPB with a [Simple Contribution](#).

Contribution
Monthly Amt* 10 Total annual contribution = \$120.00

Popular Amounts:

- ☐ \$10 per month (\$120 per year)
- ☐ \$15 per month (\$180 per year)
- ☐ \$20 per month (\$240 per year) OPB Partner
- ☐ \$25 per month (\$300 per year)
- ☐ \$30.42 per month (\$365 per year) A Dollar a Day
- ☐ \$50 per month (\$600 per year)
- ☐ \$83.34 per month (\$1000 per year) Cornerstone Society (\$5/month is the minimum contribution)

Payment Method* Visa

Card Number

Expiration Date 12 2010

*required field

☐ No thank you gift - contribute the full amount to OPB

Thank You Gifts
(click to view gifts)

ADD and Loving It!	\$80.00 - DVD: ADD & Loving It!	show info
America's Home Cooking: Chocolate	\$150.00 - Combo: ADD & Loving It DVD + You Hear I'm Not Book	show info
Andrea Bocelli & David Foster	\$200.00 - Empower Pack Combo	show info
Back Care Basics: Yoga for The Rest of Us		
Carole King-James Taylor: Live at the Troubadour		

Choose Your Gift: Choose Your Gift

AT&T 5:38 PM

give.opb.org

OPB

Make a One-Time Contribution

[Become a Sustaining Member »](#)

Choose Your Amount:

- ☒ \$35.00 - Basic Membership
- ☐ \$60.00
- ☐ \$90.00
- ☐ \$120.00
- ☐ \$240.00 - OPB Partner
- ☐ \$365.00 - Dollar a Day
- ☐ \$500.00
- ☐ \$1000.00 - Cornerstone Society

AT&T 8:30 AM

give.opb.org

OPB

Become a Sustaining Member

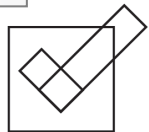
Make an ongoing monthly contribution.

Choose Your Monthly Amount:

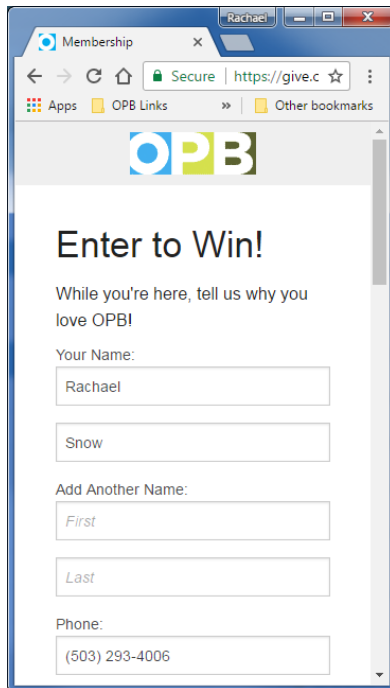
\$ 10.00

Payment Method
You'll enter details on the next page.

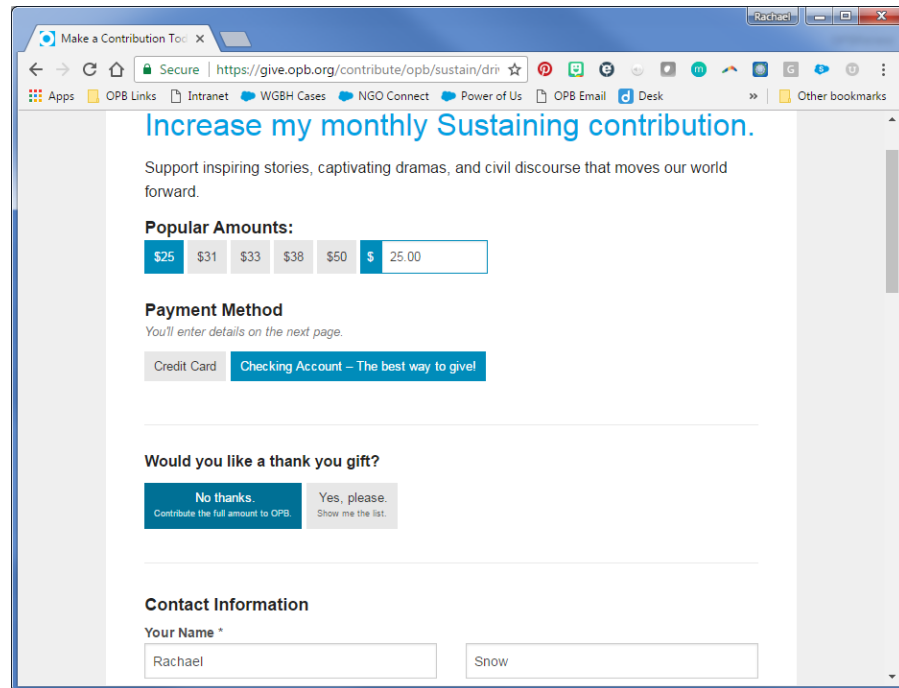
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A Personal Online Experience

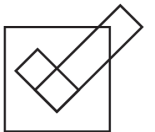


A screenshot of a web browser window showing the OPB Membership page. The browser's address bar displays "Secure | https://give.c". The page features the OPB logo at the top. Below the logo, the heading "Enter to Win!" is followed by the text "While you're here, tell us why you love OPB!". There are three input fields: "Your Name:" with the value "Rachael", a field labeled "Snow", and "Add Another Name:" with "First" and "Last" sub-labels. At the bottom, a "Phone:" field contains the number "(503) 293-4006".



A screenshot of a web browser window showing the OPB "Make a Contribution Tool" page. The browser's address bar displays "Secure | https://give.opb.org/contribute/opb/sustain/dri". The page has a navigation bar with links: Apps, OPB Links, Intranet, WGBH Cases, NGO Connect, Power of Us, OPB Email, and Desk. The main content area starts with the heading "Increase my monthly Sustaining contribution." and the text "Support inspiring stories, captivating dramas, and civil discourse that moves our world forward." Below this is a "Popular Amounts:" section with buttons for \$25, \$31, \$33, \$38, \$50, and a custom amount of \$25.00. The "Payment Method" section shows "Credit Card" and "Checking Account - The best way to give!". A "Would you like a thank you gift?" section has "No thanks. Contribute the full amount to OPB." and "Yes, please. Show me the list." buttons. The "Contact Information" section includes a "Your Name *" field with "Rachael" and a field labeled "Snow".

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An Evolving Online Experience

Results in FY2017:

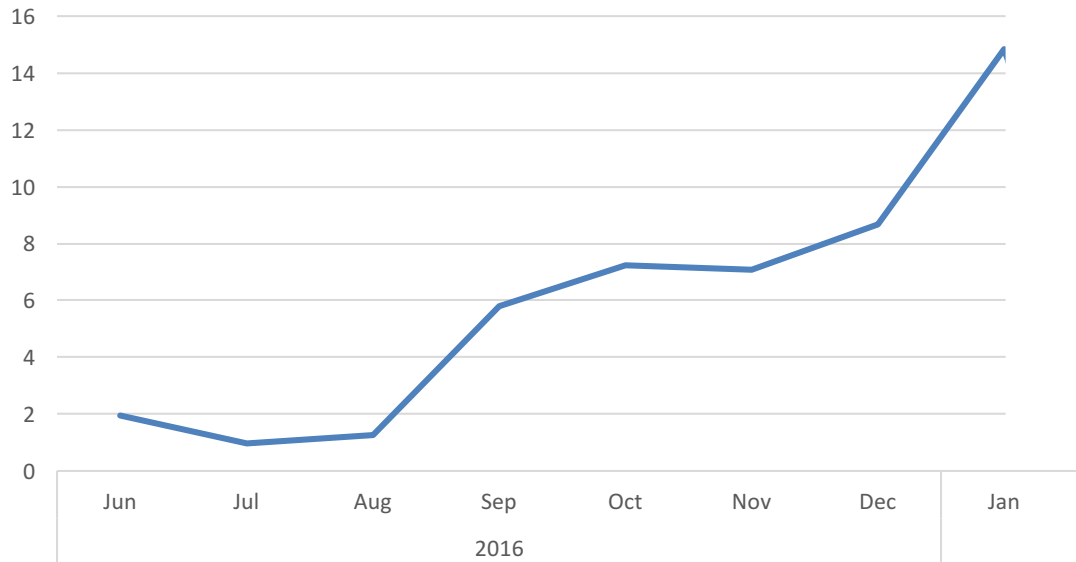
- 33,000 drawing entries.
- Average monthly increases of \$7 to \$10
- \$385,000 in increased sustaining gifts
- \$600,000 retained because of sustainer payment method updates.

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Customer Service is Member Retention

Average Time to First Customer Service Response



As case volume and complexity increased our member center was no longer able to keep up with the caseload resulting in a poor member experience.

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Customer Service is Member Retention

- Increased visibility across organization to key metrics
- Outsourced some sustainer customer service
- Added an additional FTE to improve service level
- Improved customer service scripts and resources
- Trained team on member acquisition and upgrades

Jocelyn Orr, Member Experience Manager

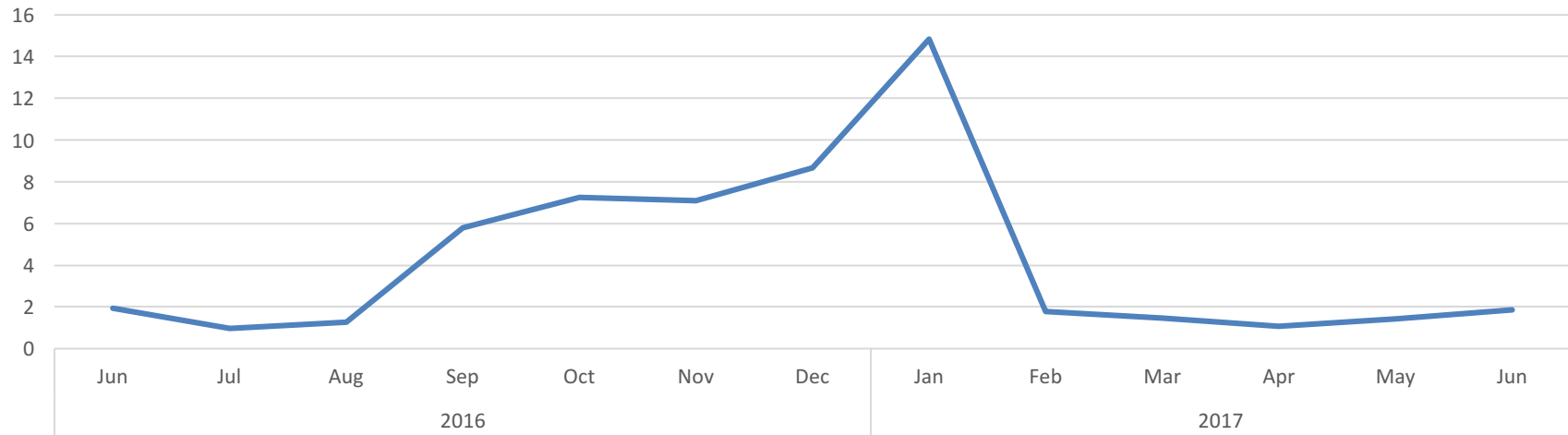
jorr@opb.org



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Customer Service is Member Retention

Average Time to First Customer Service Response



#PMDMC17

