

WETA's Strategic Growth of Calendar Year End Email Fundraising

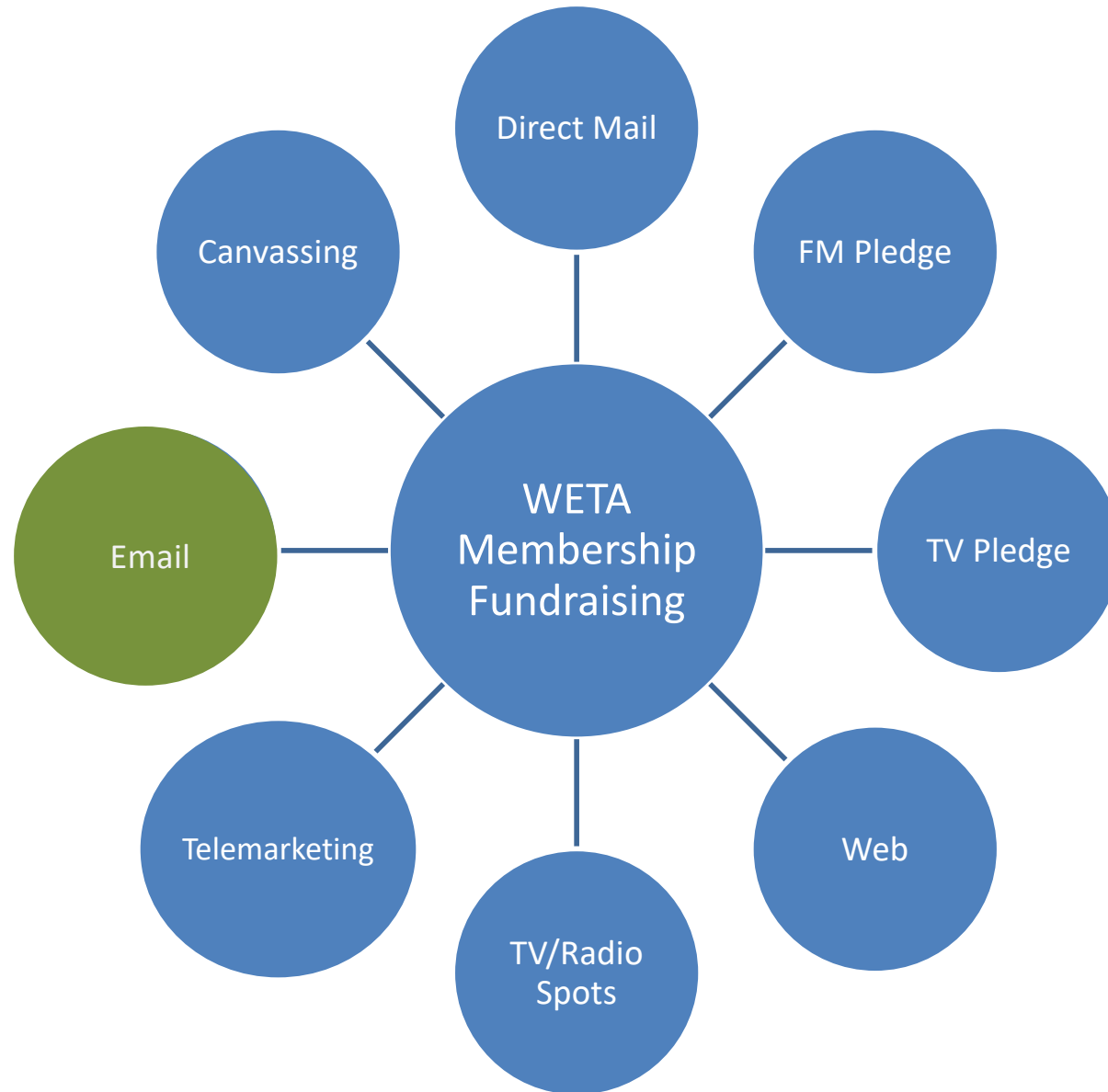
Isabel Shea

Associate Director, Online Fundraising

**GREATER
PUBLIC**

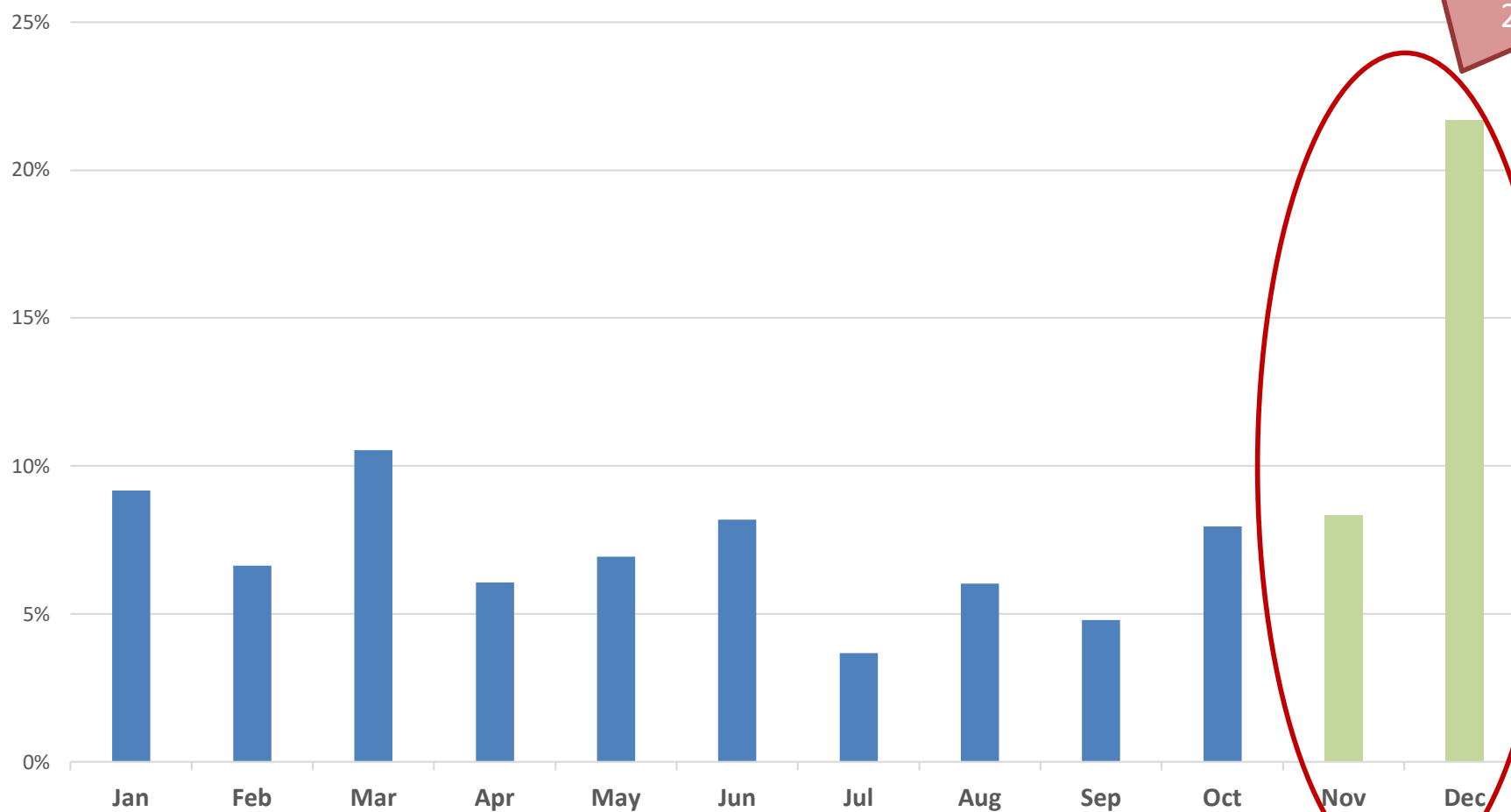


Elements of WETA's Membership Fundraising



Calendar Year End is Key Fundraising Time

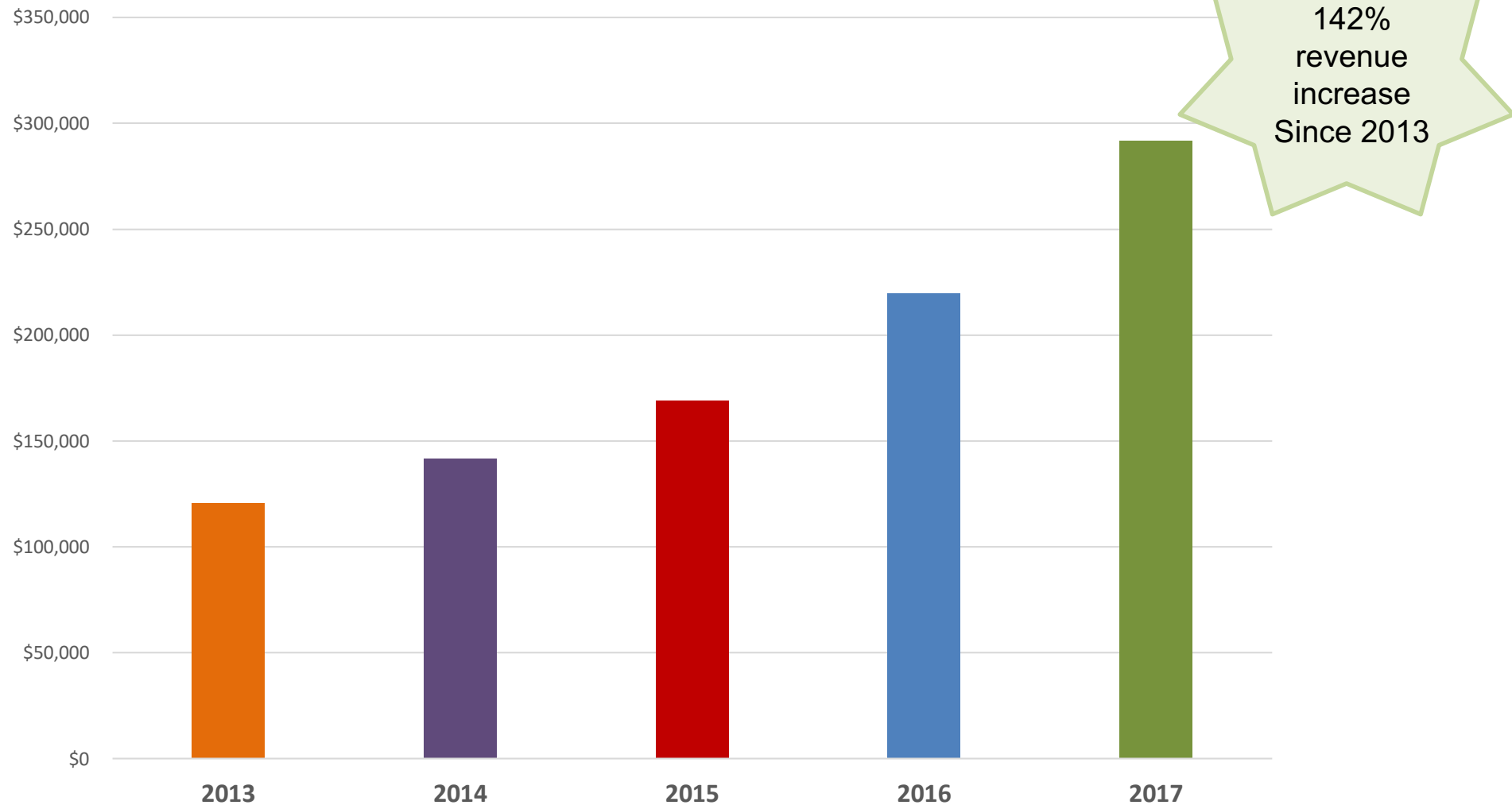
% of Membership Fundraising Revenue by Month



Nov & Dec
accounted for
30% of total
revenue in
2017

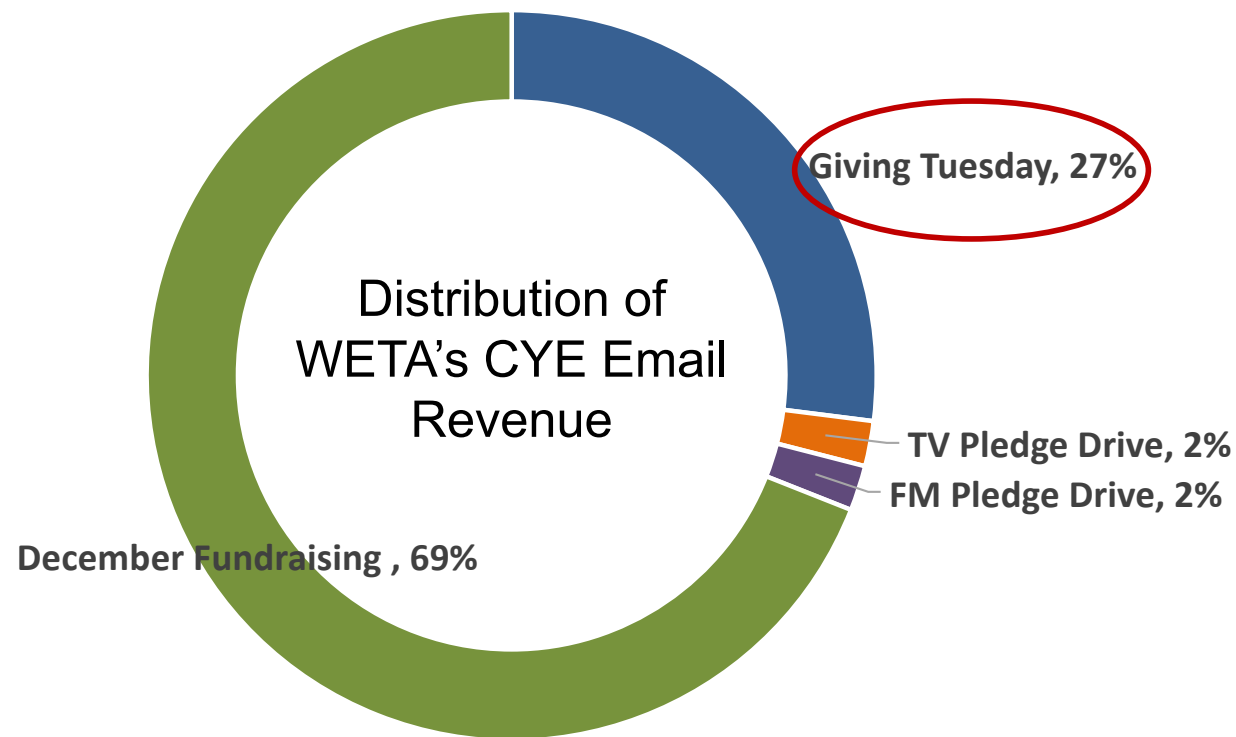
WETA's Annual Fundraising Revenue

WETA CYE Email Revenue Growth



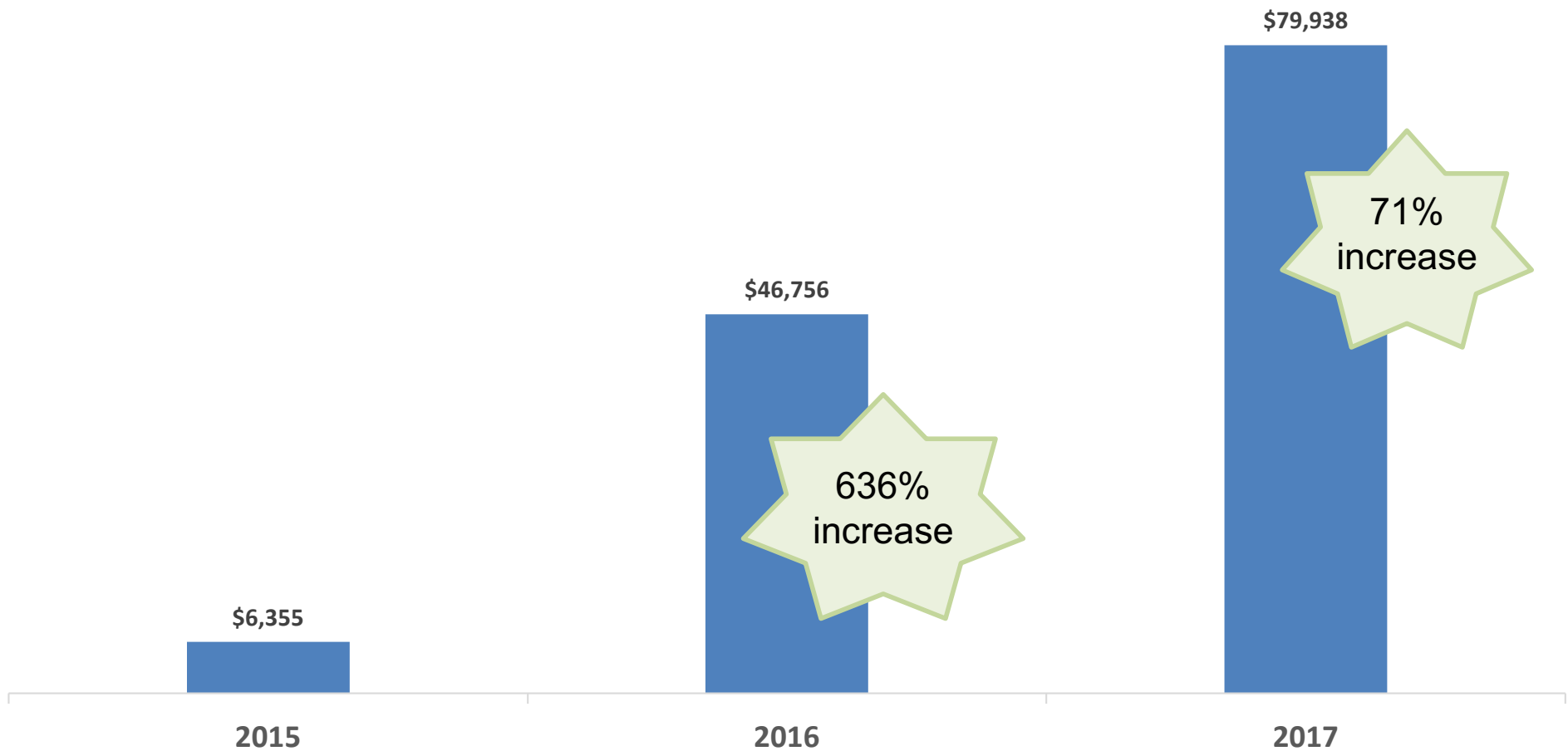
WETA's CYE Email Fundraising

- Runs week of Thanksgiving-New Year's Day
- Tests performed during CYE determined strategies for future emails
- In 2017, WETA sent 19 fundraising solicitation emails during CYE
- Those 19 emails accounted for approximately 60% of total email revenue in 2017



WETA's CYE Email Fundraising

WETA's Giving Tuesday Email Revenue by Calendar Year



Giving Tuesday Planning

Date	Type	Target Audience	Suppressed Audience	Detail	Special Offer
21-Nov	Cultivation	Sustainers, Active One-Time Donors, Lapsed Donors, Prospective Donors		Thank you email to our full email file with a mention of Giving Tuesday in the P.S. of the email	
27-Nov	Solicitation	Active One-Time Donors	Giving Tuesday Donors	A "Sneak Peek" email with an opportunity to make a gift to our Giving Tuesday campaign and access the unique triple match offer	Triple Match
28-Nov	Solicitation	Active One-time Donors, Lapsed Donors, Prospective Donors	Giving Tuesday Donors	Early morning email focusing on the unique triple match offer for Giving Tuesday only	Triple Match
28-Nov	Solicitation	Credit Card Sustainers		EFT conversion solicitation to current sustainers whose monthly gifts are processed through their credit card with focus on "Do a lot for WETA this Giving Tuesday without spending a dime"	
28-Nov	Solicitation	Active One-time Donors, Lapsed Donors, Prospective Donors	Giving Tuesday Donors	Afternoon email focusing on the unique triple match offer for Giving Tuesday only	Triple Match
28-Nov	Solicitation	Sustainers, Active One-time Donors, Lapsed Donors, Prospective Donors	Giving Tuesday Donors	Evening email focusing on the unique triple match offer for Giving Tuesday only and the time left to give (by midnight)	Triple Match
29-Nov	Cultivation	All Giving Tuesday Donors		Thank you email to every member who donated to our Giving Tuesday campaign	

WETA's 2017 Giving Tuesday Creative Concept

**TRIPLE YOUR SUPPORT FOR
THE PROGRAMS YOU LOVE
TODAY!**



#GIVINGTUESDAY™

**MAKE MY GIFT
GO 3X AS FAR!**

If you are having trouble reading this email, [read the online version](#)

#GIVINGTUESDAY

**Triple your impact
this Tuesday only!**

DONATE NOW

3X

Gifts will be tripled up to \$20,000
by the Carnegie Corporation

WETA

#GIVINGTUESDAY

**Triple your impact
this Tuesday only!**

Gifts will be tripled up to \$20,000 by the Carnegie Corporation

3X

DONATE NOW

[Make a gift to our TV Pledge Drive here](#)

WETA

WETA's Giving Tuesday Email Results

Giving Tuesday Email Revenue Comparison	2016	2017
# Emails	2	4
Revenue 1x Gifts	\$34,246	\$74,392
# 1x Gifts	343	760
Revenue Monthly Gifts	\$12,510	\$5,544
# Monthly Gifts	43	22
Total # Gifts	386	782
Total Raised – Email	\$46,756	\$79,936
Other Web Revenue	\$5,665	\$25,597
Total Revenue Raised	\$52,421	\$105,533

70% increase
in email
revenue
compared to
2016

103% increase
in total
revenue
compared to
2016!

Giving Tuesday A/B Test – New Ask Amounts

Email audience was comprised of **active one-time donors** whose previous gift amount was \$150+ or higher

Dear Friend,

We're closing in on meeting our match, but we're not quite there yet. **YOU can make all the difference today** to help us take advantage of this incredible opportunity from the Carnegie Corporation to triple—yes, **TRIPLE**—your gift, up to \$20,000. Make your gift with triple the impact right now, all while supporting the WETA programs you love.

Here's what that means for your gift:
Your gift of \$60 → \$180
Your gift of 100 → \$300
Your gift of 250 → \$750


There's still time to be a part of something bigger this #GivingTuesday. Give right now to support the programs you love and your gift will go three times as far.

Today is all about the giving power of many, brought together to achieve a common goal. Let's show everyone what our amazing WETA community is capable of accomplishing in just one day!

We have until midnight tonight to make a difference for the WETA programs you know and trust. Let's make the most of it by reaching our \$20,000 matching gift goal!

Thank you for your support today and every day.

TRIPLE YOUR SUPPORT FOR THE PROGRAMS YOU LOVE TODAY!



#GIVINGTUESDAY™

MAKE MY GIFT GO 3X AS FAR!

Email A

Email B

Here's what that means for your gift:
Your gift of \$150 → \$450
Your gift of 250 → \$750
Your gift of 500 → \$1,500

Giving Tuesday Test – Simple & New Ask Amounts

Email A

the Carnegie Corporation to triple—yes, **TRIPLE**—your gift, up to \$20,000. Make your gift with triple the impact right now, all while supporting the WETA programs you love.

Here's what that means for your gift:

Your gift of \$60 → \$180

Your gift of \$100 → \$300

Your gift of \$250 → \$750

There's still time to be a part of something bigger this #GivingTuesday. Give right now to support the programs you love and your gift will go three times as far.



Donation Form Amounts

Select an Amount

- ☐ Monthly Donation (Already a monthly sustainer?)
☒ One-Time Donation

\$35	\$60 *	\$75 *
\$100 *	\$250 *	\$500 *
\$1000 **	Other	Enter amount ⓘ

Email B

the Carnegie Corporation to triple—yes, **TRIPLE**—your gift, up to \$20,000. Make your gift with triple the impact right now, all while supporting the WETA programs you love.

Here's what that means for your gift:

Your gift of \$150 → \$450

Your gift of \$250 → \$750

Your gift of \$500 → \$1,500

There's still time to be a part of something bigger this #GivingTuesday. Give right now to support the programs you love and your gift will go three times as far.



Donation Form Amounts

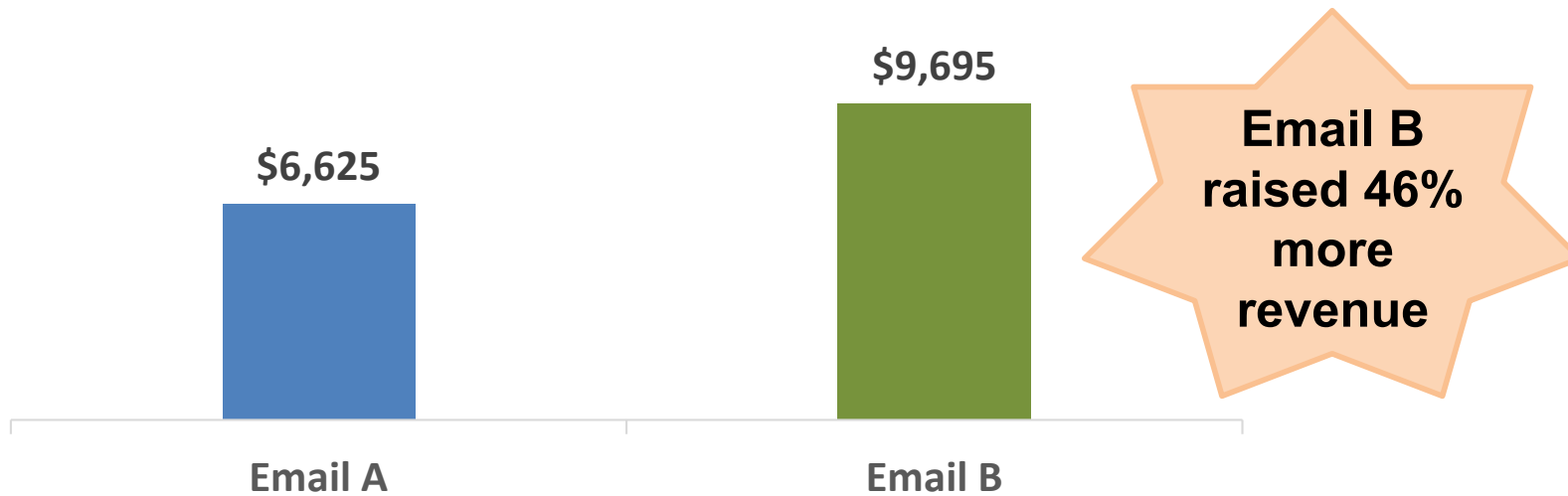
Select an Amount

- ☐ Monthly Donation (Already a monthly sustainer?)
☒ One-Time Donation

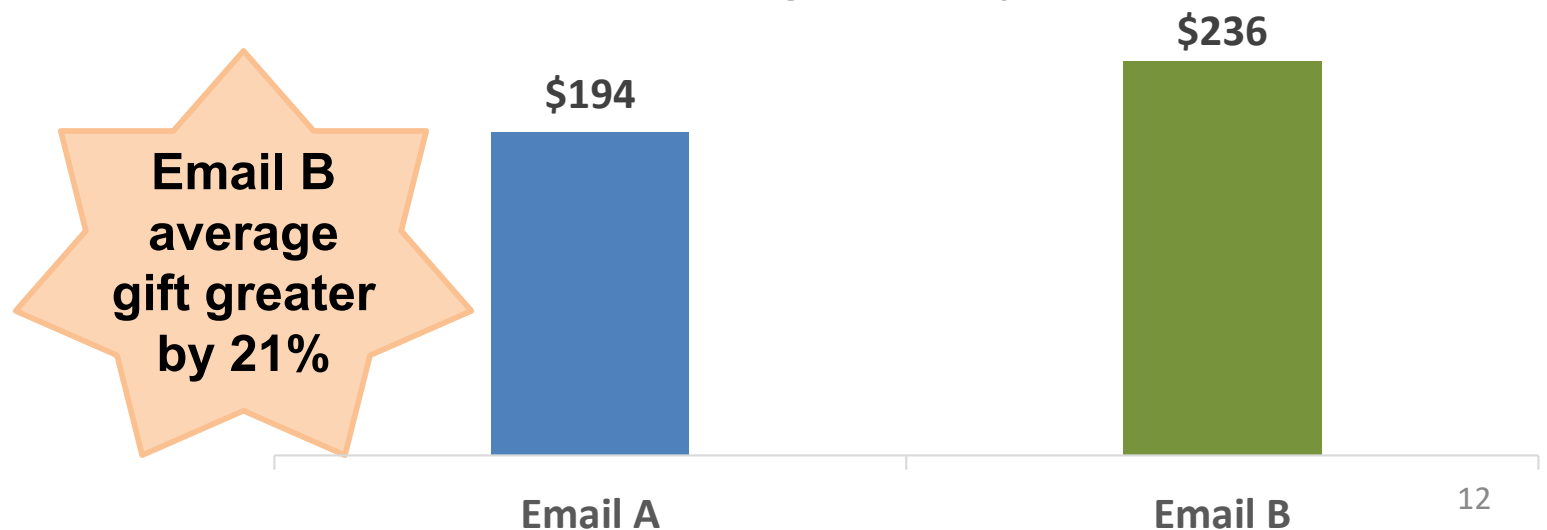
\$150 *	\$250 *	\$500 *
\$750 *	Other	Enter amount ⓘ

Giving Tuesday Test – New & Simple Ask Amounts

Total Revenue Comparison



Average Gift Comparison



Giving Tuesday Tests - Sustainer EFT Conversion

Goal
to include sustainers in a meaningful way without asking them to make an additional gift



Dear Friend,

As a WETA monthly sustainer, you make our programs possible every day of the year. You already do so much by giving each month, but what if I told you there were something you could do this #GivingTuesday without costing you a thing?

By changing your monthly contribution from a charge on your credit card to an automatic deduction from your bank account, you'll never need to worry about updating your credit card information and WETA will save on administrative and credit card processing fees. **It's easy to do and it makes a big difference for us!**

Be a part of #GivingTuesday today knowing that your monthly support of WETA is going directly to the programs you love by changing your monthly gift to an automatic deduction from your bank account.

Thank you for all that you do for WETA!



Giving Tuesday Tests - Sustainer EFT Conversion



23 EFT conversions

6 upgrades in monthly gift amount

Total monthly revenue increase of \$26

Feedback from WETA monthly sustainer...

this is a terrific idea! Very easy for me, adds 3% for you. I also love being able to watch full seasons on demand as a Passport member.

Keep up the great work!

WETA's Giving Tuesday Takeaways

-Giving Tuesday is an inclusive, global event so give your full email file a way to join in

-**Make noise on Giving Tuesday** so you don't get lost in the crowds of other emails. In other words, don't be afraid to give your audience several opportunities to participate—**monitor open rates, response rates, and unsubscribe rates** to gauge potential fatigue

-Continue incorporating and testing email ask amounts and donation form amounts

-Unique opportunities like a triple match add to the appeal of one day to give

What about after
Giving Tuesday?

Plan ahead to be flexible in the moment

In other words, be prepared for both setbacks and surprises

The image displays a collage of overlapping spreadsheets, likely representing a data analysis or campaign management tool. The visible tables include columns for dates, messages, audience segments, and suppression status. Key data points include dates from 19-Dec to 31-Dec, and various text entries such as "CYE Appeal Access member benefits", "Happy Holidays from WETA", "What's your reason?", "Now's the Time", "FWD: What if we fall behind?", "FWD: Your gift today x2!", "FWD: I think we can do more.", "Let's make the most of what's left of 2017", "CYE Sustainer Conversion", "CYE Appeal 4 Giving Tuesday Email 3", "Giving Tuesday Thank You Email", "CYE Appeal 4 Giving Tuesday Email 3", "Giving Tuesday Thank You Email", and "CYE Sustainer Conversion". The tables are arranged in a way that suggests a workflow or a sequence of events, with some tables appearing to be updates or corrections to others.

Setbacks – December 26 Fundraising Email

Subject Line: What's Your Reason?

Dear Friend,

Do programs like Nature and NOVA reward your intellectual curiosity about the world?

Are you hooked on gripping MASTERPIECE dramas like Victoria and Poldark?

Or maybe the soothing sounds of Classical WETA 90.9 FM are your constant companion during the day...

What's YOUR reason for supporting WETA?

The good news...

We ran a test of button ask amounts vs no amounts that yielded interesting results...

The bad news...

This email copy performed among the worst of the CYE Emails...

Give \$60

Give \$100

Give \$250

Setback – December 26 Fundraising Email

What's Your Reason? Email Results

Test (Button)
version raised
34% more

Total Revenue Comparison

\$2,315

\$3,105

Control - No Button

Test - Button

Test (Button)
had higher
average gift
by 50%

Average Gift Comparison

\$94

\$140

Control - No Button

Test - Button

Surprises – Second Lapsed email on Dec 29

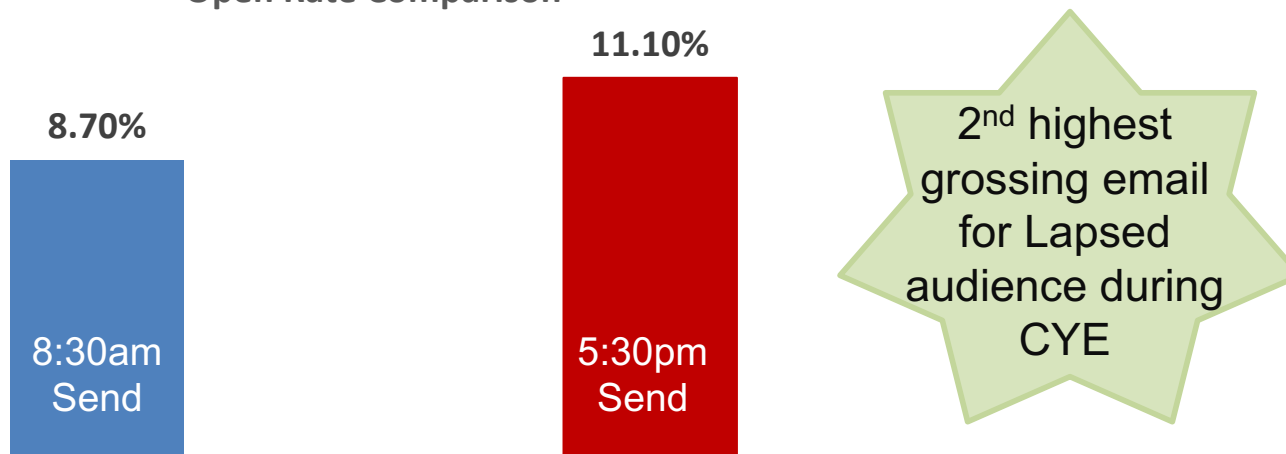
FWD: What went wrong?

Hi Friend,

I'm concerned!

I was a little surprised to see that not very many people came forward with a gift in response to Alicia's email from earlier today. Unfortunately, this puts us at risk of falling behind meeting our critical year-end goal. But I know how loyal our supporters are—please, can't I count on you to renew your support for WETA with a tax-deductible gift right now?

Open Rate Comparison



Dec 29 Help keep us on track! Dec 29 FWD: What Went Wrong?

Surprises – Second Prospects email on Dec 30

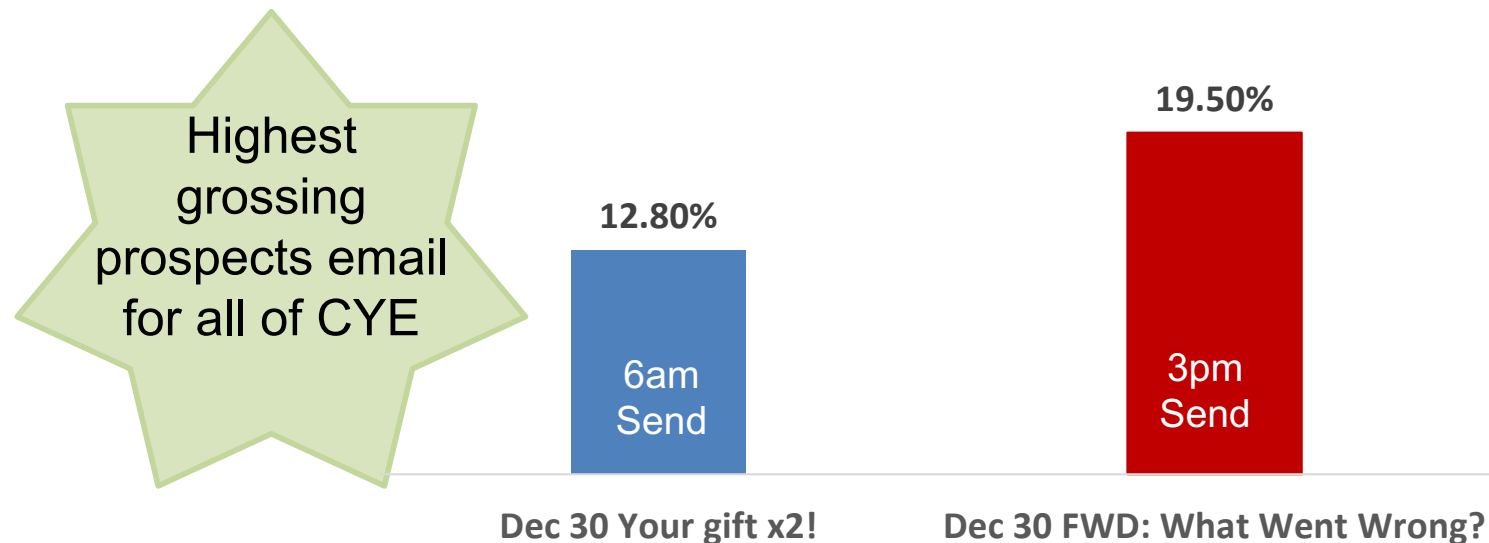
FWD: What went wrong?

Hi friend,

I'm concerned!

I was a little surprised to see that not very many people came forward with a gift in response to Jeff's email about our one-day \$60,000 match opportunity from this morning. Unfortunately, this puts us at risk of falling behind meeting our critical year-end goal. But I know how loyal our supporters are—please, can't I count on you to support WETA with a tax-deductible gift right now?

Open Rate Comparison



Know Your Audience ...



And know when to speak to
them in different ways

Speaking to Lapsed Donors

Leverage renewing for popular member benefits like WETA Passport

It's easy to get started. With your renewed monthly donation of just \$5 or more (or a one-time gift of \$60 or more), you have instant access to everything from dramas and mysteries to science and histories—including the new season of *Victoria*.

We've missed having you as a WETA member, friend! And I certainly don't want you to miss out on opportunities to watch your favorite PBS and local programs whenever it's convenient for you.

Show concern

Use member status as a technique

\$60,000 MATCHING GIFT OPPORTUNITY: DOUBLE YOUR IMPACT TODAY!
Member ID: 110451
Member Status: Lapsed
Deadline: Midnight tonight!

Similar techniques work for our Prospective Donors, too!

Try CYE Strategies with New Campaigns



Using Language & Strategies That Work



Dear Friend,

It's a big night for PBS fans! Tonight's the night we all find out how season one of *Victoria* ends for the queen and her prince in the final episode, "Young England."

So don't miss the 90-minute *Victoria* special tonight at 9:00 p.m., which includes a wrap-up party featuring the cast and crew.



As you may already know, tonight's lineup is part of our WETA Spring TV Pledge Drive. We have a lot planned for you throughout the month to show you how vital your role as a supporter is. **Don't miss the finale as we *Victoria* fans get ready to bid farewell to the queen until next season.**

As a WETA member, I also want to thank you for keeping us on the air and allowing us to offer programs like the *Victoria* wrap-up party tonight. **You are what makes WETA possible! Thank you for your generous support.**

Sincerely,



Alicia Salmoni

Alicia Salmoni
Director of Membership

P.S. You may also want to watch the Season Two finale of *Mercy Street* tonight at 8:00 p.m. and check out the selection of thank-you gifts available during the WETA Spring TV Pledge Drive.

2017 TV PLEDGE EMAIL

-Primary focus was to tune in to *Victoria* and other new WETA programs

-P.S. offer to select a Thank You Gift (support TV Pledge Drive)

**Email raised
\$1,292.00**

Using Language & Strategies That Work

Dear Friend,

Discovering Washington: Through the Lens premieres tonight at 8 pm on TV 26 and WETA HD, and we're celebrating with a special dollar-for-dollar match offer for every email gift received before midnight tonight!

That's right, each email gift to our Spring TV Pledge Drive today will be doubled, thanks to a matching gift contribution from the Meredith Foundation, up to \$10,000.

Discovering Washington: Through the Lens is a new documentary film that explores our local history, showcasing the picturesque and quirky history of our capital region. Local productions like tonight's film are yet another way your support is so vital to WETA's success and now is the time to increase the impact of your gift x2!

Not only will your contribution by midnight tonight go twice as far to support local productions like *Neighborhood Eats*, *WETA Around Town*, *Check, Please! DC* and documentaries like *Discovering Alexandria: The Early Years* and beyond, but **you can also receive a great thank-you gift to show our appreciation.** Choose from one of our terrific options, including brand-new companions to our latest local documentary, *Discovering Washington: Through the Lens*:

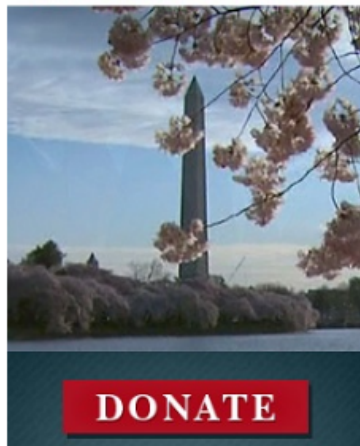
*With your \$96 gift (that's \$192 for WETA with the match!), you'll receive a limited-edition DVD of *Discovering Washington: Through the Lens*.

*With your \$144 gift (that's \$288 for WETA with the match!), you'll receive a *Discovering Washington: Through the Lens* soundtrack CD in addition to the program DVD.

*With your \$300 gift (that's \$600 for WETA with the match!), you'll receive an exclusive hand-crafted collectible Blenko Glass Washington Monument created just for WETA supporters.

ALL GIFTS MATCHED!

**DEADLINE:
MIDNIGHT TONIGHT**



2018 Spring TV Pledge Email

-Primary focus is opportunity to double your support for WETA

-Secondary focus is to tune in to watch new WETA TV programs

**Email raised
\$14,566**

**That's 11 times the
2017 Spring TV
Pledge email
revenue!**

Thank You!

Isabel Shea

Associate Director, Online Fundraising
WETA

ishea@weta.org

**GREATER
PUBLIC**

