Accelerating Vehicle Donations During Challenging Times

August 14, 2020

kpbs maine public wfdd

PM DMC Summer Series

Panelists:

Sandra Alberts
KPBS

Molly Davis
WFDD

Curt Chadbourne
Maine Public

Accelerating Vehicle Donations
During Challenging Times

CARS Public Media Team

Beth

Bianca

Bruce

Cari

Quick Poll #1:

Do you make vehicle donors honorary members?

- Yes – basic members
- Yes – based on vehicle value
- No

Agenda

Agenda:

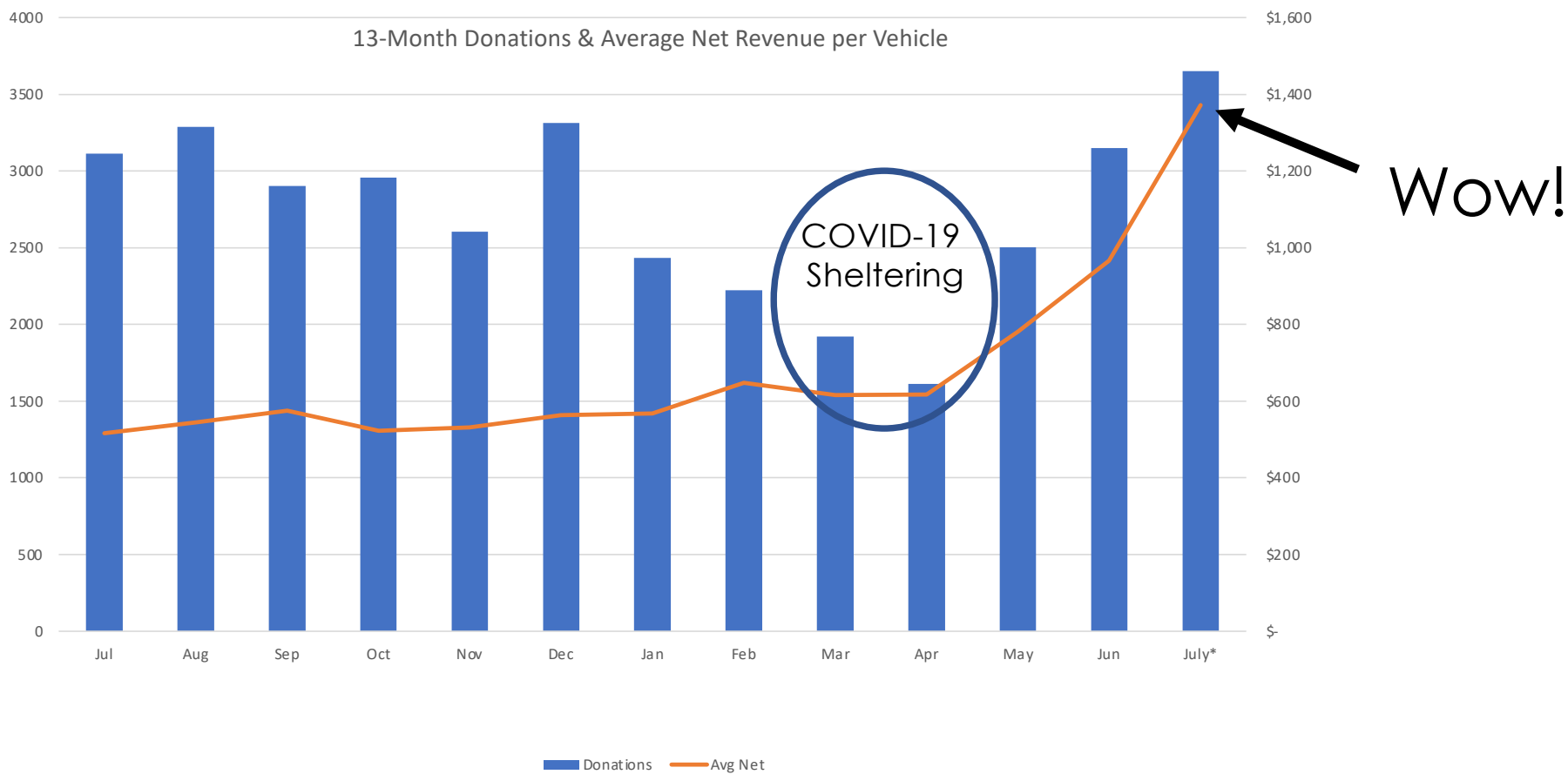
- Industry Overview
- The Importance of Creativity
- New Idea - Fleet Donations
- Marketing Plans That Work
- Q&A

About CARS

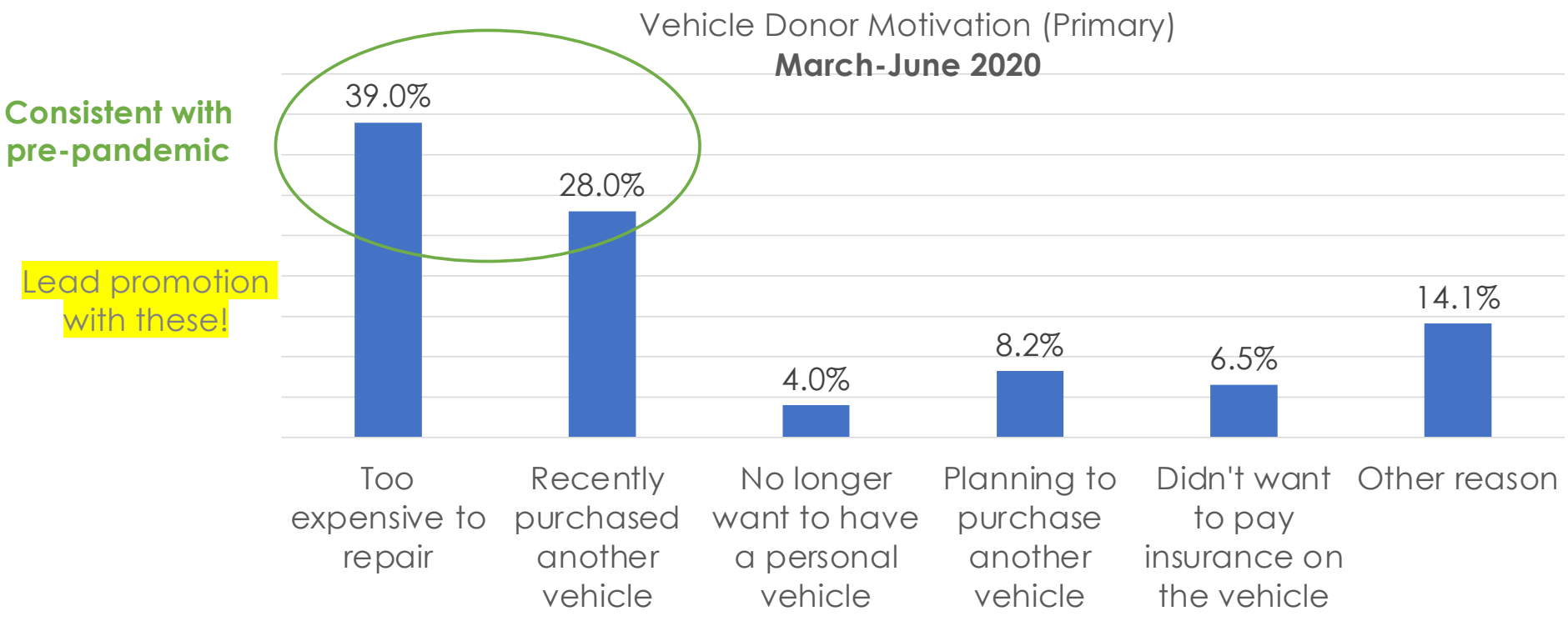
- HQ in San Diego
- 2 call centers – San Diego and Medford
- Support 400+ stations
- 2019: More than $30-million returned to stations
- Overall: More than $225-million returned to stations
- Data-driven, donor-centered
- **Nonprofit**

Accelerating Vehicle Donations During Challenging Times

Largest 100 Stations



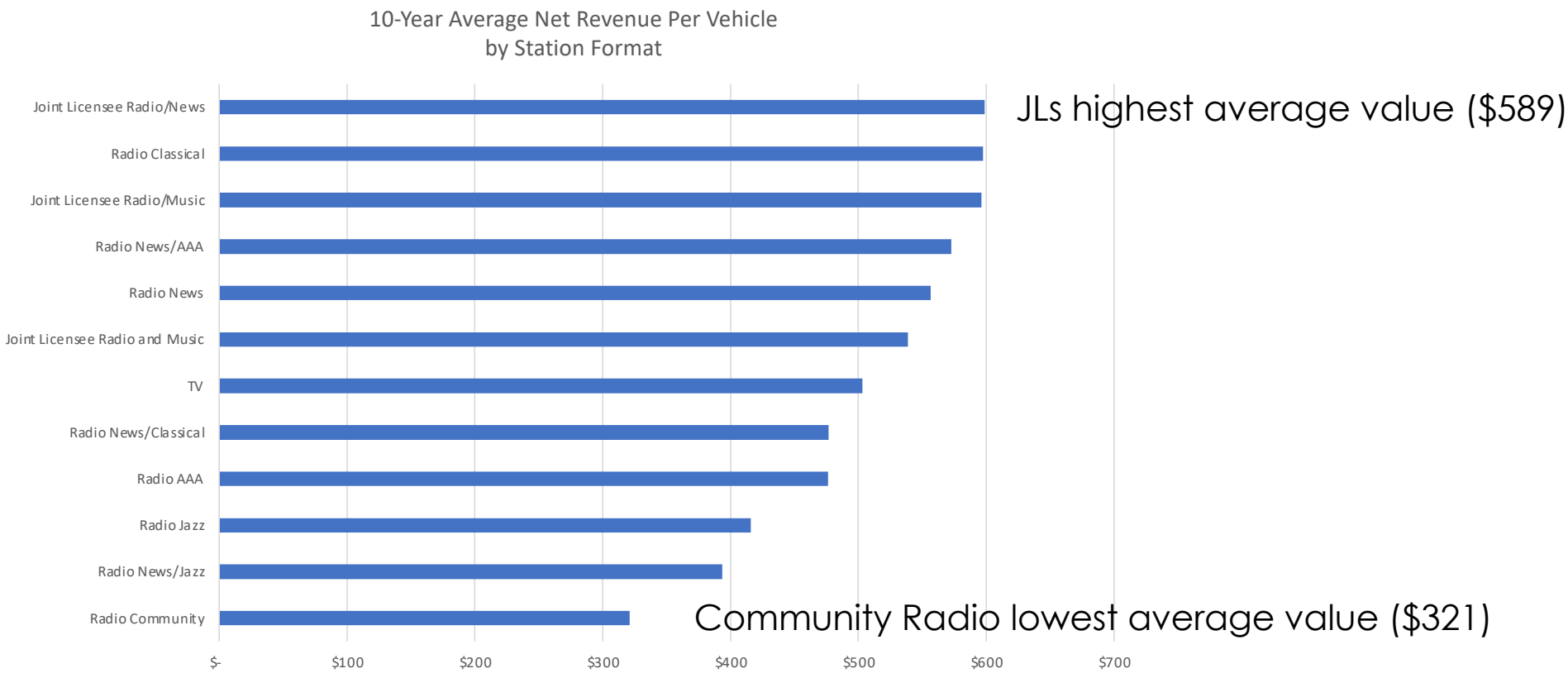
The Vehicle Donor



Source: CARS donor survey conducted July 2020 (n=778)

Accelerating Vehicle Donations
During Challenging Times

Largest 100 Stations



Get to Know Your Vehicle Donors:

- For half of them, a vehicle is their first gift …
- They're half as likely to become a member*

BUT…

* Source: CapRadio, 4-year study (2017)

Get to Know Your Vehicle Donors:

- 4-year average lifetime value higher than mail-acquired donors*
- Value concentrated in Year 1

  Example: $800 for vehicle in year 1 vs. $100/year for 4 years

* Source: CapRadio, 4-year study (2017)

Get to Know Your Vehicle Donors:

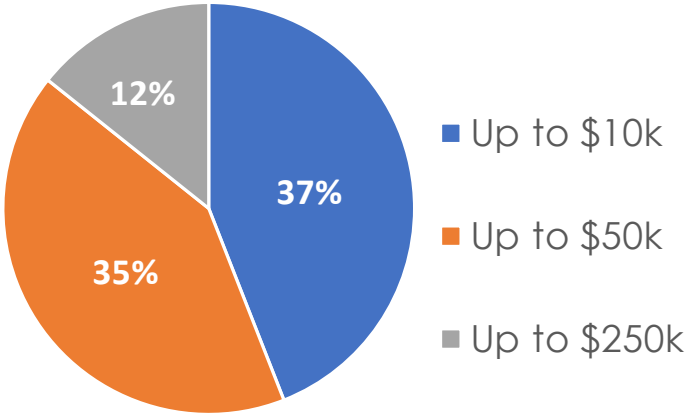
Vehicle donors are charitable and many have the capacity to give a major gift…

The Vehicle Donor

CARS study (Aug 2020):

- 36,166 public media vehicle donors gave **$122,277,582** to charitable causes.

Giving Capacity (5-year stretch gift):



One vehicle donor had the capacity to give a $100-million gift!

One final thought…

"Every day, life creates a new potential vehicle donor."

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inform. connect. educate. inspire.

Poll

Quick Poll #2:

How often does your station run vehicle donation spots?

- About once/hour
- A few times/day
- Once/day
- A few times/week
- We don't

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18 FTEs

Market 49

$3M

32 counties

Survey Reveals Relationships with Cars Mimic Relationships with People

" . . . consumers tend to personify their cars to the point that the relationship with them mirrors relationships with living beings in their lives. More than 70 percent of respondents feel 'very attached' or 'somewhat attached' to their cars, with 36 percent describing their vehicle as an 'old friend' and more than a quarter saying they feel sad when they think about parting ways with it."

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Source: Autotrader "Automotive Relationship Survey"

Saying goodbye is hard.

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It isn't a CAR.

It is:

- a first day of school
- a badge of independence for a teenager
- the last piece of independence for an aging parent
- a karaoke stage
- a pet fur receptable
- a refuge
- an escape
- a trusted companion

"My wonderful 2001 Rav4 was my 'dog mobile.' I hauled hundreds of dogs to rescue adoption events, to vet appointments, and to transports. It was the best car ever, but because I live in the mountains, and they salt the roads in the winter, the bottom finally rusted out. Losing my 'dog mobile' was like losing a dear friend. I now have a 2011 Rav4…best car on the road." Nancy, WFDD vehicle donor

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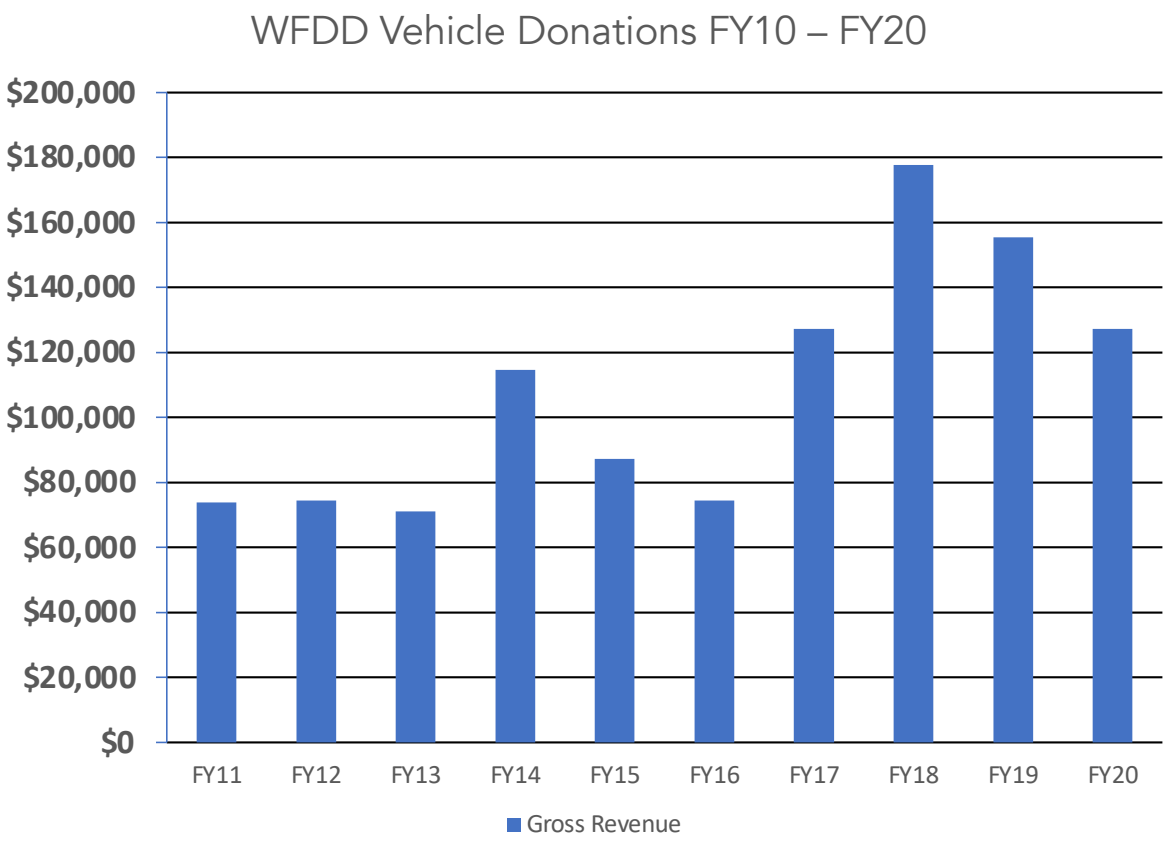

10-yr average:
$108,000

$108,000 pays for:

- A new transmitter…OR
- The salaries of two team members…OR
- Almost a year of *Morning Edition*…OR
- Over a year and a half of *All Things Considered*

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Promotion is everything . . .

- Volume & consistency
- Keep it fresh
- Use the same creative across platforms
- Promote on air, online, in email, in mail

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- Minimum 7 spots per day; 10 during known high volume periods
- Varying spots lengths: 29s, 20s, 15s, 10s
- Buck slips in renewal mail
- Use the creative provided by CARS and then expand on it
- Digital and print promotion matches on-air

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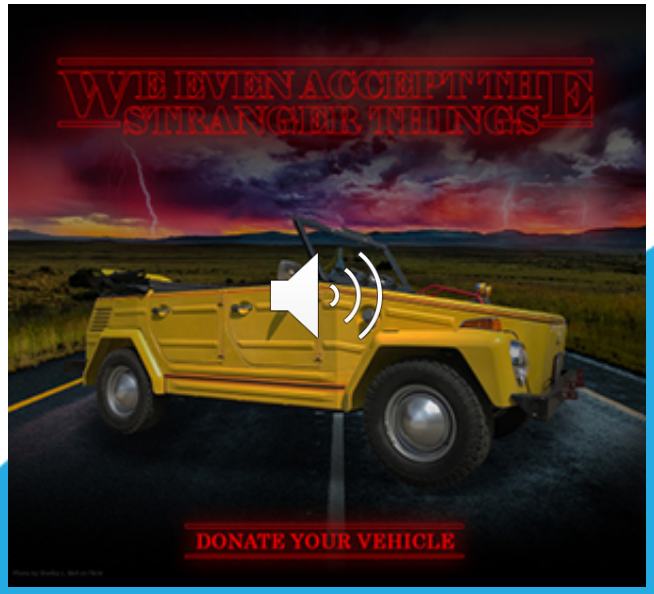
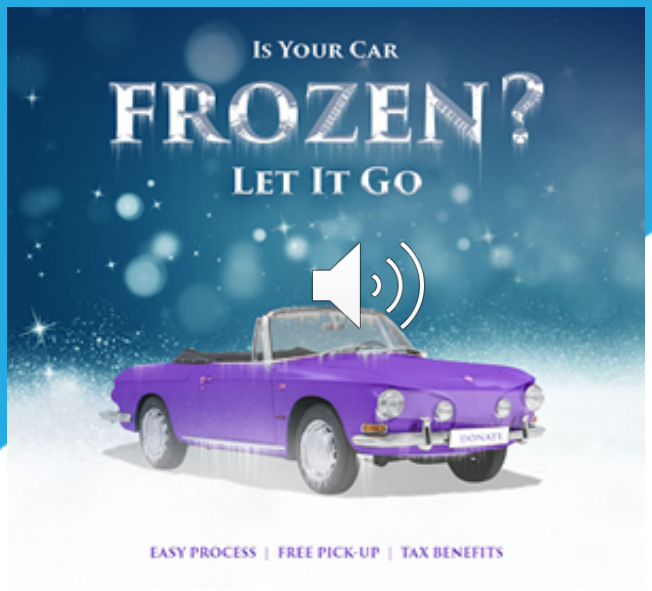
on-air promotion inspired by digital creative





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get creative

beat box

we're not gonna take it

knight rider

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Thank you! Questions? Get in touch!

Molly Davis
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FLEET DONATION PROGRAM

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Target Business

- Large and local

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Target Business

- Large and local
- Deal directly with the decision maker

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Marketing

- Radio and TV are powerful!

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Marketing

- Radio and TV are powerful!
- Cold calling

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FLEET DONATION PROGRAM
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Incentivize

- We make it easy!

FLEET DONATION PROGRAM
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Incentivize

- We make it easy! (and by ‘’we’’ I mean CARS)

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FLEET DONATION PROGRAM
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Incentivize

- We make it easy! (and by ‘’we’’ I mean CARS)
- Promote them

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FLEET DONATION PROGRAM
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Incentivize

- We make it easy! (and by ‘’we’’ I mean CARS)
- Promote them
- A gift never hurts!

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FLEET DONATION PROGRAM
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VEHICLE DONATION PROGRAM
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ALL CARS CONSIDERED

SUMMER CAMPAIGN AUGUST & SEPTEMBER

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VEHICLE DONATION PROGRAM
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LEE
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and get a **$500** **LEE AUTO MALLS THANK YOU REWARD!**

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$500 Lee Thank You Reward
must be used by October 31, 2020.

VEHICLE DONATION PROGRAM
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ALL CARS CONSIDERED

SUMMER CAMPAIGN AUGUST & SEPTEMBER

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VEHICLE DONATION PROGRAM
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DONATE A VEHICLE
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and
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into the programs you love!

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or visit

mainepublic.org

Towing is FREE and you may get a tax deduction!

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Poll

Quick Poll #3:

Do you have a marketing plan for vehicle donations?

- Yes
- Somewhat
- Nope

Sandra Alberts

Membership Operations and Vehicle Donation Program Manager

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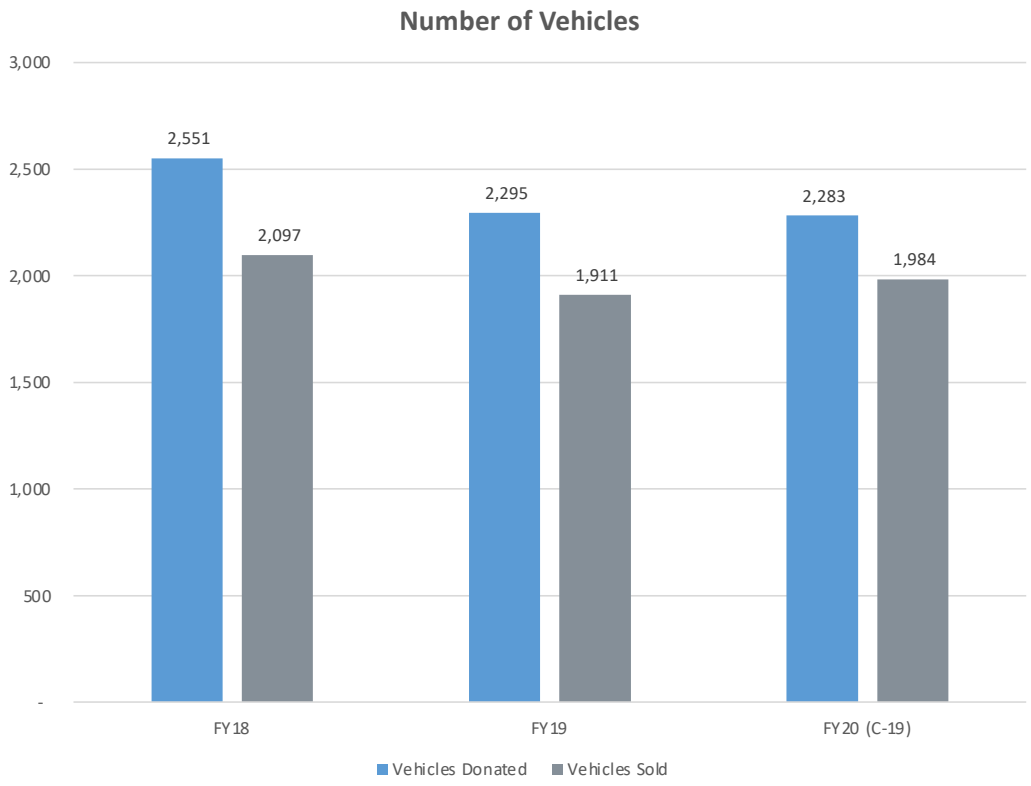
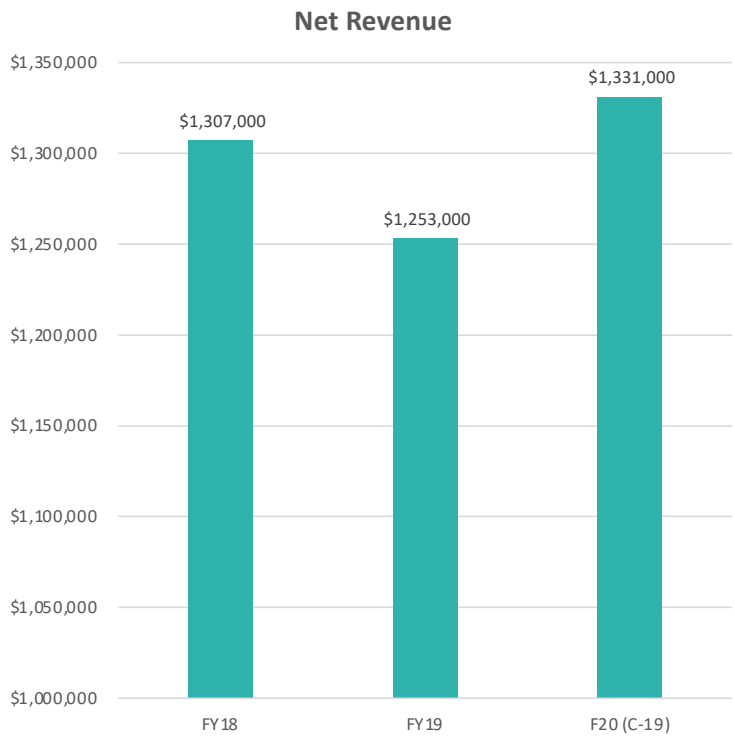
3-Year Comparison





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Fiscal Year Marketing Plan

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FY21 VEHICLE DONATION PROGRAM MARKETING PLAN

Revenue Goal: $ 1,275,000.00
Projected Cost: $ 7,800.00

* Enter date of first Monday of each month.

CAMPAIGN	CAMPAIGN GOALS / NOTES	TARGET AUDIENCE	PROJECTED COST	# OF DONATIONS	Q1												Q2											
					JULY				AUGUST					SEPTEMBER				OCTOBER				NOVEMBER					DECEMBER	
					6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28
				FY20 2043	181				231					194				203				133					211			
				FY21 Projection 1818	161				206					173				181				118					188			
				FY21 Actual 0	0				0					0				0				0					0			
FM			SUBTOTAL $ -																											
HD2 - Existing Spots	6/23/20: On FM main channel: Luc has been doing about 1 every other hour (with a major exception being on days of Pledge or New Member Mondays, he mainly uses Traffic scripts for those days). So approximately 11-12x/day. As far as what he uses for Traffic scripts (the one that our Traffic team reads), those are 'where available' since that is dependent on how much underwriting are using up the slots. Which, at the current moment, they're pretty free so he has been liberal with using the VDP script.	Radio listeners and members			155	155	133	155	155	155	155	155	155	155	155	133	155	155	155	133	155	155	155	133	155	155	88	155	155	155
HD3 - Existing Spots	Traffic airs more VDP spots when we are not in pledge.	Radio listeners and members			85	85	73	85	85	85	85	85	85	85	85	73	85	85	85	73	85	85	85	73	85	85	48	85	85	85
New Marketing Spots (CARS)	Refresh FM spots with CARS quarterly marketing material	Radio listeners and members							X	X										X	X									
CYE Spots	VDP spots focus on calendar year end giving	Radio listeners and members																									X	X	X	X
TV			SUBTOTAL $ 3,000.00																											
K1 - Existing Spots	Traffic airs more VDP spots when we are not in pledge. There are more OAF spots come through for TV that will take up more avails. During pledge, Traffic drops VDP spots by 50% and replaced with OAF material.	TV viewers and members			69	69	69	69	69	80	80	40	40	40	69	69	69	69	69	69	69	69	69	69	40	40	40	40	69	69
K2 - Existing Spots		TV viewers and members			30	30	30	30	30	35	35	17	17	17	30	30	30	30	30	30	30	30	30	30	17	17	17	17	30	30
CREATE - Existing Spots		TV viewers and members			120	120	120	120	120	140	140	70	70	70	120	120	120	120	120	120	120	120	120	120	70	70	70	70	120	120
PBSKids - Existing Spots		TV viewers and members			73	73	73	73	73	85	85	42	42	42	73	73	73	73	73	73	73	73	73	73	42	42	42	42	73	73
New Marketing Spots (OAF)	Create new VDP & CYE spots for 2021 (Carolina may need to put in OT to create the VDP spots depending on the timing of the project)	TV viewers and members	$ 3,000.00																					X	X	X				
CYE Spots	VDP spots focus on calendar year end giving	TV viewers and members																									X	X	X	X
SEARCH ENGINE OPTIMIZATION			SUBTOTAL $ -																											
Update SEO for https://www.kpbs.org/give/car-donation/donation-form/	CARS provides the SEO service complimentary. Expand the SEO into more broad terms and increase ranking to the #1-3 placements on Google. The foundation of SEO is really about getting good keywords on a page and making sure Google can find it and rank it well.	New and existing vehicle donors	$ -																											
DISPLAY ADVERTISING			SUBTOTAL $ 3,000.00																											
Target web marketing (Oct - Dec)	Increase program awareness for year end donations	New and existing vehicle donors	$ 3,000.00															X												X
CONNECTIONS NEWSLETTER			SUBTOTAL $ -																											
Bi-monthly newsletter	Increase program awareness	KPBS members								X																				
ADVERTISING			SUBTOTAL $ 1,800.00																											
Buck slip (60,000 units)	Increase program awareness	KPBS members	$ 1,800.00		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X							X	X	X	X
SOCIAL MEDIA			SUBTOTAL $ -																											
Blog post	CARS' recommendation is to make a blog post that talks more about our vehicle donation program so we can expand the keyword focus to broader San Diego car donation terms.	Web traffic							X									X									X			

You'll get a sample template

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KPBS Connections Newsletter
Vehicle Donation Program Article

Bimonthly Newsletter
VDP article

60,000 per publication

Audience:

- Members (Active and Grace)
- Producer's Club Members ($1,200+)
- Vehicle Donors

Say goodbye to that good old ride and donate your car, truck, RV, boat, motorcycle, or other vehicle to KPBS! Your vehicle donation funds your favorite programs. To learn more and have your vehicle picked up for free, visit kpbs.org/car or call **(877) 572-7227**.

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Another Way to Give!

There are many ways to give to KPBS. Your unneeded car, truck, SUV, RV, or boat can be turned into proceeds that allow KPBS to continue bringing you accurate news, information, and programming every hour of every day.

When you donate a vehicle to KPBS, you can feel good knowing that you're directly helping to power the programs you love.

To learn more about how to donate a vehicle and how to schedule your free pick-up, call **877-KPBS-CAR** or complete the online donation form at **www.kpbs.org/car**.

Keep KPBS programs on the air by donating your vehicle to KPBS. We accept cars, boats, motorcycles and many other vehicles. Generosity from donors like Mauricio help our station continue to educate and inspire San Diego!

"I saw a TV spot with an actual KPBS donor and knew this is what I was going to do with my car I no longer need. I wanted my car to go towards something better than a junk yard. I've taken this car on many adventures with friends and family. I know that donating this car to KPBS would mean it's in good hands and that this will help continue the programs that I watch all the time."

– Mauricio, KPBS Supporter

To learn more about how to donate a vehicle to KPBS, visit **kpbs.careasy.org** or call **877-KPBS-CAR**.

Give your car a new purpose.

You can donate your car, truck, boat, motorcycle or even your plane to support KPBS. It's easy. The tow is free, and we handle the process from start to finish. Call **877-572-7227** or visit **kpbs.org/car** to donate your vehicle today.

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Continued Efforts:

- Buck Slip – add to all our mailings
- Refresh & add new FM spots with CARS quarterly marketing materials
- VDP article in KPBS' Connections Newsletter
- Create Calendar Year End Spots (TV & FM)

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What's NEW this FY:

- Display web advertising campaign (Oct – Dec) to focus on calendar year-end giving
- Blog posts on social media

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Did you know?

- CARS provides to the stations (free of charge) quarterly marketing materials
- You can add an end of donation question: “would you like more information to become a sustainer?”

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Sandra Alberts

Membership Operations and Vehicle Donation Program Manager

salberts@kpbs.org

Accelerating Vehicle Donations During Challenging Times

August 14, 2020

Q & A

Accelerating Vehicle Donations During Challenging Times

August 14, 2020

- Slides will be made available by Greater Public for all stations
- Session recording available to Greater Public member stations

Accelerating Vehicle Donations During Challenging Times

August 14, 2020

Toolkit with additional materials will be sent to CARS partners.

Beth

Bianca

Bruce

Cari

Not a CARS partner? Contact: **bruceb@careasy.org**