

Realizing the Magic of your Mid-level donors

July 14, 2021

Yoon Lee, Senior Vice President, M+R

Carter Harris, Associate Director of Donor Relations at Colorado Public Radio

The MAGIC of Mid-Level



Why we love our mid-level segment

- Such a tiny part of the file, such a huge % of the revenue.
- They give again and again and again.
- They are a pipeline to major gifts.

TODAY'S AGENDA



What we'll cover:

Find your audience. Knowing who you should target with this effort—and how to find them online—is the first step.

Customize your appeals. This is more than simply adjusting the cadence and frequency. We've found that highly tailored content targeted at your most valuable donors can have a big impact.

Cultivate and engage. Communicating stories and opportunities to engage in ways that deepen your relationship with your supporters is a critical strategy for any mid-level donor program, and digital can support that.



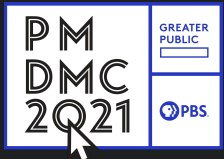


How are you finding your mid-level donor prospects?



1

Wealth modeling may be leaving out key prospect groups. Adding in larger selects based on behavior can be effective with digital, especially given the lower cost to scale in digital.





Traditional wealth scoring



7x

more conversions from our 6 prospect groups than from just the wealth-scored donors, and more than double the prospect audience size





How are you reaching your mid-level audiences?



2

We may be over-relying on email to serve as our primary digital channel to reach mid-level donors.

We've found for one client that only 38% of mid-level donors are likely to be subscribed to your mass email list. Digital ads and/or peer-to-peer texting appear to have much higher 'reach' rates.



Channel Analysis



SEGMENT	1:1 EMAIL	MASS EMAIL	MOBILE	FACEBOOK	TWITTER	LINKEDIN
Current Major Donors	83%	42%	17%	42%	23%	54%
Lapsed Major Donors	80%	39%	22%	Too small	19%	50%
Current Midlevel Donors	86%	0.4%	3.3%	Too small	27%	59%
Lapsed Midlevel Donors	86%	32%	13%	Too small	Too small	Too small
Midlevel Prospects - Segment 1	90%	10%	8.5%	31%	10%	57%
Midlevel Prospects - Segment 2	84%	27%	20%	Too small	23%	57%
Midlevel Prospects - Segment 3	86%	33%	29%	Too small	14%	53%





How are you acquiring your mid-level donors?



3

Mid-level prospects will upgrade faster if we call out the value of giving at a higher level in our regular emails to them.



Mid-level prospects receive a **special, triggered welcome message** from the head of the mid-level society, even before they make their qualifying gift.

Hi Rachael,

My name is Victoria, and I've worked at Oxfam for the past five years. Helping the world's most vulnerable communities has been an incredibly rewarding experience, and I'm so glad you're in the fight with us.

I wanted to write you to say hello and tell you a little more about what we're trying to achieve – and what makes us different.

I think it's hard to fathom, but *you're part of a truly powerful community who believes in the difference a gift can make* for families living in poverty and those affected by humanitarian emergencies. It's because of people like you that we're able to help in the places where we're needed most – places like Yemen, Bangladesh, and Indonesia.

Please, don't miss this chance to help us raise \$500,000. Make your gift now to get critical support to those who need it most.

At this crucial moment, I hope you will consider making an especially generous one-time gift of \$1,000, or starting a monthly gift of \$85 or more, which will qualify you for our Oxfam Impact Circle. This committed group of supporters broadens the impact of our most effective, life-saving advancements in impoverished communities around the world. But truly, any gift you can donate now will make a big difference!

Thank you for stepping up today, on this day dedicated to giving back.

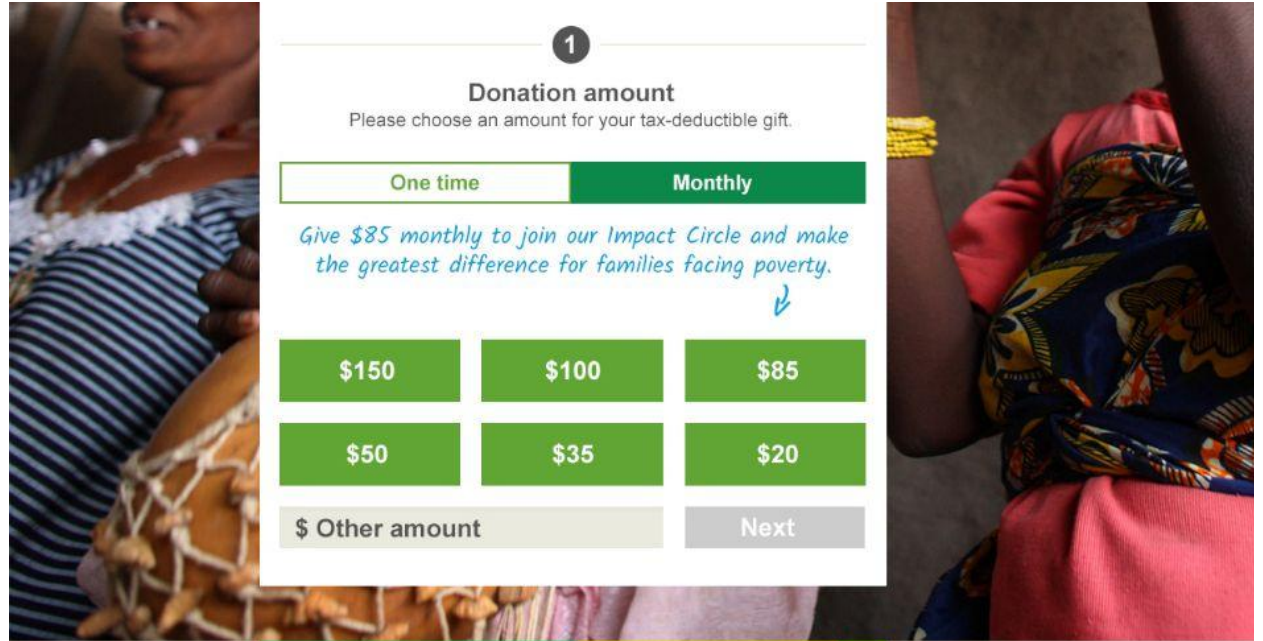
Prospects receive custom content, with **sharing impact of their higher-level gift, details on benefits,** and appeals signed by staff with a **reachable email/phone number.**

**+134% rev/recipient,
+100% response rate**



Landing Page

Oxfam America's branded mid-level giving program default landing page for the mid-level upgrade audience.



And one more thing...



M+R |

14

WHEN are you acquiring your mid-level donors?

Together
we give.

GIVING
TUESDAY

Nov 30, 2021





How are you communicating with your active mid-level donors?



4

Showing brand validation ads will improve giving from mid-level donors. Going into the 2020 election, LCV Victory Fund needed to tap into this segment to provide higher levels of support for their electoral program.



What were we trying to communicate with our new messaging?

1. Increase LCV Victory Fund brand awareness and affinity
2. Drive urgency around election/climate
3. Validate the decision to give to LCV Victory Fund, and deepen commitment

Please note: None of our new communications included an ask to donate, and much of it linked to third party news media websites.



ADS: Facebook


LCV Victory Fund  Sponsored · Paid for by LCV Victory Fund, 202-785-8683, and not authorized by any candidate or candidate's committee · 



Washington Post features LCV Victory Fund's \$100 million historic election effort, which... "has made the LCV Victory Fund a major campaign force, buffering the usual tide of fossil fuel money to Trump and other Republicans."



WASHINGTONPOST.COM
Analysis | The Energy 202: Top green group aims record \$100 million at... [Learn More](#)


   137 50 Comments 30 Shares

 Like  Comment  Share




LCV Victory Fund  Sponsored · Paid for by LCV Victory Fund, 202-785-8683, and not authorized by any candidate or candidate's committee · 




Donald Trump is denying climate change and destroying environmental protections, even though Western states are burning from climate change-fueled wildfires.



Our families, our communities, and our planet cannot survive four more years of Trump.



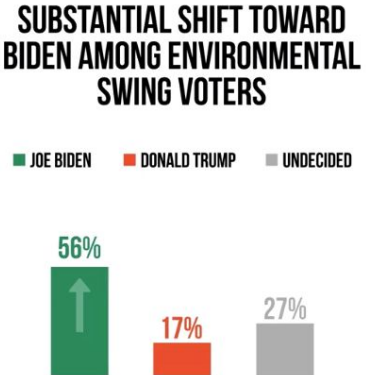
LCVVICTORYFUND.ORG
Trump's denial of science is putting our families at risk [Learn More](#)

   104 59 Comments 79 Shares

 Like  Comment  Share

LCV Victory Fund  Sponsored · Paid for by LCV Victory Fund, 202-785-8683, and not authorized by any candidate or candidate's committee · 

LCV Victory Fund is targeting environmental swing voters in 6 states. It's working! New polling shows that LCV's efforts have moved environmental swing voters in a major way in favor of Joe Biden.



SUBSTANTIAL SHIFT TOWARD BIDEN AMONG ENVIRONMENTAL SWING VOTERS

■ JOE BIDEN ■ DONALD TRUMP ■ UNDECIDED

Candidate	Percentage
Joe Biden	56%
Donald Trump	17%
Undecided	27%



Our best performing Facebook ads were: media articles about LCV Victory Fund, television ads, and animated charts! All of these were designed to heighten awareness of LCV Victory Fund's electoral efforts.

ADS: Native

Native ads appear on news media sites, and are formatted to appear very similar to content articles. Formatting varies based on the host site.

Our best performing native ad was the Washington Post article.



What will you do to stop climate catastrophe?

Scientists say we have 10 years to act to avoid climate catastrophe. What will YOU do in 2020?

Sponsored by LCV Victory Fund



ClimateVote2020: How We Will Win

LCV Victory Fund has a research- and data-driven plan to mobilize 7.5 million voters in battleground states. [Learn more.](#)

Sponsored By LCV Victory Fund



\$100 Million to Elect Environmental Champions

Washington Post: "LCV Victory Fund a major campaign force." Historic effort to reach environmental swing voters.

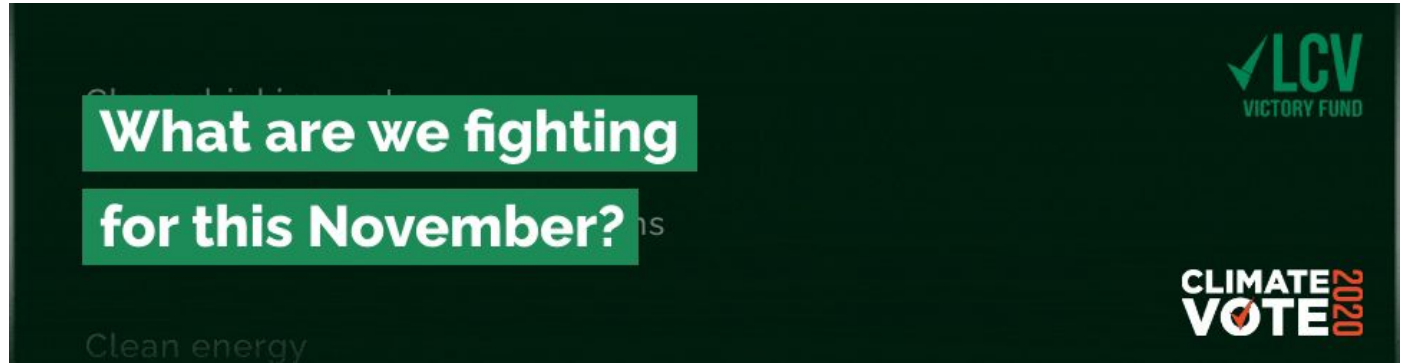
Sponsored by LCV Victory Fund



ADS: Display

Display ads for this campaign appeared on dozens of prominent news media websites.

The goal of these ads is not to drive 'clicks' but rather, to improve brand awareness.



SMS

Donors in our test group who were opted in to broadcast SMS received a handful of SMS messages during this 3-month window, also designed to cultivate, engage, and validate their support. Click through rates on the two news articles were extremely strong.



NY Times Article	LCVVF: We put out a new ad against Big Oil, and the NYTimes called it a "familiar, and potent, attack". Check it out here: http://lil.ms/79bc
Washington Post Article	ICYMI: LCV Victory Fund and Affiliated Entities announce \$100 Million election effort in Washington Post article. http://lil.ms/6p9i
Dirty Dozen Announcement	LCVVF update: We added 5 Senators to the Dirty Dozen. Find out which anti-environment candidates we're committed to beating in November: http://lil.ms/68pg

Results: Impact on giving from mid-level donors

75%

more \$1,000+ gifts

2X

revenue per donor

65%

increase in average gift size



5

More cultivation and impact reporting in any digital channel can help the overall performance of a cohort of donors. Both Oxfam and LCV significantly increased their cultivation, brand and impact reporting in their mid-level programs and saw significant growth.



Messaging: Cultivation Advertising

 **UNHCR Canada** ✓
Published by Jack Nolos [?] · July 13 at 9:30 PM · 🌐

🎵🔪 Sari's promising music career was almost cut short by war. Thankfully, his resettlement to the coastal city of Victoria, BC has put music back into his life and has let him rebuild his life with a community that stands #WithRefugees.

Read his story here: <http://bit.ly/2NuV48k>



UNHCR.CA
Syrian violinist helps Canadian community hear his song - UNHCR Canada

Showing cultivation content led to **37% increase in monthly donation conversion rate**



Twice a month, midlevel donors received new cultivation messages that wrote exclusively about the **impact** they were making on the world.



OXFAM | **IMPACT CIRCLE**

"I believe in the future of Bangladesh."

Emergency Response to meet the immediate food and other basic needs of people affected by Cyclone AMPHAN in the South-West Areas of Bangladesh

Water Distribution

Place: Munshiganj, Burigoalini, Gabura, Satechiria


Facilitated by ECHO | Facilitated by A consortium of Oxfam & Christian Aid

Renuka Rani makes use of soap and water provided by Oxfam and Shushilan at a water distribution point. Photo: Fabeha Monir/Oxfam

As changes in the climate warm the waters of the Bay of Bengal, storms are intensifying. This year, their impact will be magnified and complicated by the deadly coronavirus. Communities that need to crowd into buildings that are safe from wind and floodwaters are robbed of a trusted tool in the fight against COVID-19 – social distancing.





Digital ads promoted the same type of **impact** content. This content never promoted a fundraising ask, and yet these ads raised **7x** the media cost to run the ads.



 Oxfam  Sponsored ·  ...



Ramón and Pedro came to the US with visions of a land of opportunity. Instead, they were immediately trapped in debt by ... See More




OXFAMAMERICA.ORG
Essential workers speak out against abuses [LEARN MORE](#)

   68 2 Comments 11 Shares



 Like  Comment  Share




 Oxfam Sponsored ·  ...

How can we save lives as the coronavirus pandemic hits Yemen? A basic hygiene kit can have a big impact. ... See More



OXFAMAMERICA.ORG
Fighting COVID-19 with soap and water [LEARN MORE](#)

  46 2 Comments 3 Shares

 Like  Comment  Share





+180%

change in monthly revenue

Our new approach of **customized content and more frequent cultivation** was responsible for increasing monthly revenue from midlevel donors by over 180%.



Takeaways

- Consider **broadening prospecting selections** for online channels.
- **Don't over-rely on email** to get your message across to mid-level audiences. Explore what other digital channels your supporters are using.
- Treat them with **personalized service at scale**: customize your content to call out their special impact and benefits.
- Test whether **monthly donations or a single gift** are best for mid-level acquisition.
- The **best time to acquire** is at big moments like Giving Tuesday, so go all out!
- **Brand validation ads** can also provide a fundraising boost.
- Don't forget to cultivate your mid-level list with **impact reporting and stories** in multiple channels.

PM
DMC
2021

GREATER
PUBLIC

PBS

M+R

So what does a successful mid-level program look like for a station?



Mid-Level Giving Program

- 4 tiers - A, B, C, and D
- Medium and light touchpoints
- Leadership Giving Department
- Recalibrations: 2015-2018, 2018-2020, and 2020 to present day
- Currently 1,400 donors
- Staff: 2
- Database: Salesforce



Mid-level Pillars

- Appreciate
- Connect & Engage
- Inspire



Buildout

- Solicitation strategy
- Revamp stewardship plan
- Prospect identification and upgrade



Overview

A Tier

\$2,000-\$2,499

Max 75 donors

Medium touch stewardship

C Tier

\$1,200

Max is flexible ~225 donors

Light touch stewardship

B Tier

\$1,201 - \$1,999

Max 125 donors

Medium touch stewardship

D Tier

\$1,000 - \$1,199 or low touch preference

Max is flexible ~225 donors

Light touch stewardship



Introduction and Survey

Letter Interest survey

Ted and Pamela,

Thank you for your generous support of Colorado Public Radio. Through your giving you sustain, strengthen and create a strong future for the conversations, ideas, music and information that hundreds of thousands of Coloradans depend on. The stories and songs you read and hear on CPR connect us as a community, ground us in a shared experience with friends and neighbors and improve lives.

In speaking with our supporters, we've learned the importance of having a personal contact at Colorado Public Radio. I'm privileged to introduce myself as your Donor Relations Representative. In this role, I will be providing you updates on the programs and services you support with Colorado Public Radio. I will also answer any questions you have, and let you know about any upcoming special needs or events.

I will also reach out to speak with you to learn more about your interest in the work of Colorado Public Radio and will be contacting you soon.

Thank you for all you do to partner with us to inform, enlighten and entertain our community.

I look forward to talking with you!

Warmly,



Carter Harris
Associate Director, Donor Relations
Colorado Public Radio
o: 303.871.9191 ext. 329
c: 704-616-0270
charris@cpr.org

*Thank you for your
generous support!*



Colorado Public Radio

Ted and Pamela

Confidential Survey

Your thoughts and opinions are important to me and Colorado Public Radio! Could you please complete this brief survey? A return envelope is provided. Thank you for your valuable input!

What do you feel are the most pressing needs in our community?

Why do you feel it's important?

As someone who supports our programs, which of these topics or services offered by Colorado Public Radio interest you? (Please check all that apply.)

- Arts
- Business & Economy
- Climate & Environment
- Education
- Government & Politics
- Growth & Transportation
- Health
- Housing
- Hunger
- Social Justice
- CPR Classical
- Indie 102.3
- The Lookout daily e-newsletter
- CPR's Podcasts
- CPR.org
- Other: _____

Interested in being featured on-air. Would you like to hear your
comment.
announced on-air and any pronunciations
(MAR-g)?

In regards to Colorado Public Radio, what is one thing that you would like to change?

How often would you prefer that your
annual report.

Network Partners are recognized by name in the CPR annual report. What is your preference?

- Yes, I would like to be listed in the CPR annual report.
- No, please do not include my name in the CPR annual report.

How often would you prefer that your
annual report.

We like to celebrate Network Partners on their birthdays. Would you like to share your birthday?

Month: _____ Day: _____ Year: _____

Thank you!

Colorado Public Radio

Touchpoint Plan

Tier	July	Aug	Sept	Oct	Nov
				Membership Drive	
	Birthday cards, Lapsed Sustainers, NP On-air Recognition Notification Email, Annual Report print recognition with appreciation	Birthday cards, Lapsed Sustainers	Birthday cards, Lapsed Sustainers	Birthday cards, Lapsed Sustainers, NP On-air Recognition Notification Email	Birthday cards, Lapsed Sustainers, Thanksgiving SV and Annual Report with appreciation
A	CO Postcards	Awards	Personal touchpoint		Transformational story
\$2,000-\$2,499 annually		Email		Email	Email
	Lapsed Sustainers, NP On-air Recognition Notification Email, Annual Report print recognition with appreciation	Lapsed Sustainers	Lapsed Sustainers	Lapsed Sustainers, NP On-air Recognition Notification Email	Lapsed Sustainers, Thanksgiving SV and Annual Report with appreciation
B	CO Postcards	Awards	Semi-personal touchpoint		Transformational story
\$1,201-\$1,999 annually		Email		Email	Email
	Lapsed Sustainers, NP On-air Recognition Notification Email, Annual Report print recognition with appreciation	Lapsed Sustainers	Lapsed Sustainers	Lapsed Sustainers, NP On-air Recognition Notification Email	Lapsed Sustainers, Thanksgiving SV and Annual Report with appreciation
D	Awards			Transformational story	
\$1,000 - \$1,199 annually OR based on low communication preference	Email			Email	

Touchpoints

Appreciate

Behind the scenes

Insider updates



Colorado Public Radio

Meet the Climate Solutions Team



The Climate Solutions reporting team focuses on stories that drive innovation, awareness, adoption and change. The impact of climate change around the world and here in Colorado is already profound, but our state can be a trailblazer in changing its trajectory for the better.

The five-person Climate Solutions team enables Colorado Public Radio to produce frequent, deeply reported stories along with immersive and explanatory digital experiences. Rather than simply sounding more alarms, our coverage will uncover and broadcast the efforts being made to solve these issues.

As Coloradans look to build a better future, CPR's Climate Solutions team will continue to cover topics surrounding the impacts of climate change and will also provide fact-based, data-driven information focused on solutions for creating a more sustainable future for Colorado and the world.

Recent Stories

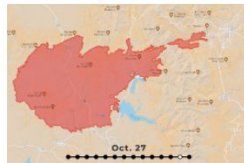
Aurora and Colorado Springs Want More Water. The proposed solution -- a new reservoir -- Would Have Far Reaching Impacts [Read the full story](#)



Some Colorado Oil Workers Can See The Shift Away From Fossil Fuels Coming — And They Say They Need Help Navigating It [Read the full story](#)



Colorado's East Troublesome Wildfire May Signal A New Era Of Big Fire Blow-ups [Read the full story](#)



Disturful Of Suncor And Government, A Commerce City Nonprofit Wants To Monitor The Air Itself [Read the full story](#)



Stay Informed

[Sign up](#) for our brand new *Climate Newsletter!* Get the latest climate news from around the state and get a deeper understanding about one of the most serious existential issues of our time. You'll receive a weekly roundup of stories curated by CPR News' Climate Team. [Click here to subscribe.](#)

Hey, Joe!

Joe Wertz is the Climate and Environment Editor at CPR News. We turned the table on Joe and asked him the questions.

Q: How long have you worked at CPR?
A: I've been at CPR for roughly six months now.

Q: What's the most fun part of your job?
A: Working with the outstanding reporters on my team to cover one of the most important — and complicated! — issues humanity is confronting.

Q: What inspired you to get into reporting?
A: I took an intro-level journalism class in college that required students to acquire public records from a government agency. I marched over to the campus police department, demanded radio logs, got into an argument with the officer on duty, and left with the answers and documents I came for. I was hooked — instantly.

Q: What's one fun fact you'd like members to know?
A: I got my first job in public radio on the last night of another job covering late-night breaking news for the big metro newspaper in Oklahoma. The public radio news director lived next to a warehouse that caught fire, which I went out to cover. He came out with his radio gear to interview fire crews, we started talking ... and I started working for him shortly after!

Touchpoints

Connect & Engage

‘Proud to play a small part in helping CPR!’

‘More of us need to step up to better match the level of commitment you have made to our community. Thank you!’

‘Wow! So glad to be a part of it!’



Colorado Public Radio

Dear Kaye,

In a year of less, you have allowed Colorado Public Radio to do more. More reporting, more storytelling, more music discovery and showcasing of Colorado artists.

I am sharing with you all that CPR has been up to in the past 12 months. Your loyal and generous partnership has helped expand the services that you rely on. Membership and Corporate Support only go so far. We could not have done all of this without your philanthropic support. Thank you!

In gratitude,
Carrie

Thanks to your support, CPR has grown its staff, created positive change in the community, and celebrated milestones this year.

- 16 - new hires in 2020 for CPR News, Denverite, KRCC, CPR Classical and Indie 102.3
- 8,844 - families fed through the Spring and Winter on-air drives via a partnership with Feeding Colorado food banks
- 70 - years KRCC has been on the air (Take that, NPR, which turns a mere 50 in 2021!)
- 62,000 - donors that support CPR

4

organizations will use the Southern Colorado Public Media Center as a collaborative home base - KRCC, CPR, Rocky Mountain PBS and the Colorado College Journalism Institute



CPR News - Trustworthy News You Can Rely On

- 177% - increase in online readers in the first year of the pandemic
- About 1,000 - interviews conducted by Colorado Matters hosts Ryan Warner and Avery Lill
- About 25 hours each month - spent on filing open records requests, with about \$25,000 spent on the requests in the past 18 months
- 3,671 miles - driven in the breaking news vehicle, lovingly named the Quote Mobile, in its first 6 months chasing down leads for CPR News
- 400,500 - online users of the 2020 Voter's Guide
- 27 - appearances on Morning Edition and All Things Considered by CPR reporters in 2021 (so far)
- 9 - interviews with Governor Polis on Colorado Matters in the past 12 months



70+

stories about the [climate and environment](#) this year (CPR has one of the largest climate reporting teams in the country!)
[Sign up for their new newsletter here](#)

CPR's Audio Innovations Studio - Creating Original Podcasts

- At least 6 - number of script revisions for each podcast episode produced at CPR
- 8 to 12 - hours spent perfecting the mix on each podcast episode
- 120 - typical number of minutes of raw interview captured for each 30-minute episode of "Back from Broken"
- More than 80% - listeners to our national "On Something" and "Back from Broken" podcasts who reside outside Colorado
- 5 - organizations nominated for Best Interview Podcast at the inaugural Ambies, aka the Oscars of podcasting: Los Angeles Times, National Geographic, WNYC, CBC and your very own Colorado Public Radio (for "Back from Broken")
- 17 hours and counting - amount of tape gathered for CPR's newest podcast "Systemic" - out now!
- 15 months - age of the youngest contributor to "Systemic"

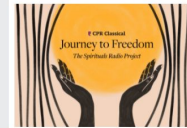
Denverite - Local Flavor and Local Impact

- Minimum 3 hours - time spent trolling over each map that Visual Journalist Kevin J. Beatty produced for Denverite's Map Week 2021. His favorite map? [The mental maps of Denver](#)
- 10,800 - readers of Denverite's investigation into sexual assault allegations in the CRUISE street art scene



CPR Classical - Music for the Soul

- January 4, 2021 - launch of CPR Classical's newest weekly feature Behind the Baton
- 45 - number of arts organizations that shared CPR Classical's article on [contemporary Black composers you should know on Facebook](#)
- 10:30 a.m. - time of Karla Walker's daily Music Room educational feature



5

African-American spirituals explored so far in the new [Journey to Freedom: The Spirituality Radio Project](#)

Indie 102.3 - Showcasing Colorado Artists

- 146 - Colorado artists featured in the Local 303 hosted by Alisha Sweeney in 2020
- 1 - local band featured in every set of the weekly show [Special](#) hosted by Bruce Truglio
- 4:55 a.m., 4:58 a.m. and 5:00 a.m. - the three alarms of Indie 102.3 morning host Jeremy Petersen. The coffee is strong and black with a two-cup minimum.

This incredible work that improves the lives of Coloradans would not be possible without your support. Thank you for helping make it happen!

Want more CPR in your day-to-day? [Explore ways to listen.](#)

 Colorado Public Radio

Touchpoints

Inspire

Community

Reminiscent of a one-on-one connection

Variety in delivery

Good morning Karen,

I hope this note finds you well.

In case you missed it, I wanted to share a moving 5 minute audio piece by CPR's Western Slope reporter, [Stina Sieg](#), where she shares an inspiring comeback story and takes you to her place of refuge.

To enjoy this story, click [here](#) and select the 'listen now' button on the upper right side of the page.

During this hopeful yet dark winter, inspiring stories like [Stina's](#) are keeping my spirits lifted. So, my question for you is: [where are you finding peace, comfort and refuge right now?](#)

Be well,
Carter

 **Colorado Public Radio**

{{{Sender.Name}}}
{{{Sender.Title}}}
Colorado Public Radio
Bridges Broadcast Center
7409 S. Alton Ct. | Centennial, CO 80112
{{{Sender.Phone}}}, ext. {{{Sender.Extension}}}
Let's connect: [Facebook](#) | [Twitter](#) [cpr.org](#)

P.S. [Hear](#) Classical music from a conductor's perspective in the [Behind the Baton](#) series.

CPR Vision: Inform, entertain and inspire all Coloradans.

CPR Mission: Deliver meaningful news, music and cultural experiences to everyone in Colorado using the power of the human voice in all its forms.



 **Colorado Public Radio**

Solicitation

Renew your Network Partner membership with an increased gift of <\$ask3> or <\$ask2> today, or consider making a monthly gift of <\$moask1> or more as one of our newest Evergreen Members.

I look forward to hearing from you.

With sincere thanks,



Stina Sieg
Western Slope Reporter
CPR News

P.S. For questions about your Network Partner membership, please contact Carter Harris at 303-871-9191, ext. 329—see the enclosed Member Index Card I've enclosed from her. Thank you!

Colorado Public Radio

Membership
Renewal Enclosed

<Name>
<Address>
<Address>
<City>, <State> <Zip>

Colorado Public Radio

Current & One Renewal Only

Network Partner

Dear <name_line>,

Finding a great news story is a bit like falling in love.

You can't really say how it happens. But when you find the right angle, the right voices, at just the right time, it's magic. Duplicating that experience can be hard, but your chances are much higher when you're grounded in the place that you're reporting on.

As Colorado Public Radio's reporter dedicated to covering life on the Western Slope, I gain a deeper sense of how people are feeling in these communities, how they are acting, and an understanding of who is affected by issues here every day.

Living here, I have access to their voices. And it's your generous support as a Network Partner that makes it possible. Thank you!

You give me the time to fully immerse myself in every story. As many other news outlets are contracting, their reporters are often scrambling to meet a weekly quota or only have a soundbite to share. These constraints don't exist at CPR. Your monthly gift allows me — and my colleagues here — the freedom to explore every issue with more depth. We can present you with more perspectives from more of your neighbors across Colorado.

The privilege of time, the privilege to properly explore every story, is only possible when we're well-funded.

That's why I'm writing to ask a special favor. Will you consider increasing your annual gift to <\$ask3> or <\$ask2> when you renew your Network Partner membership this year?

Radio is such a powerful vessel to build understanding. You hear a person's laughter, the passion in their voice, the way that same person will choke up sharing something deeply personal. The intimate nature of audio gets to the heart of how people really feel. And this is the core of a great story.

The voices of the Western Slope are the voices of Colorado. Whether you live in Grand Junction or Denver, listening to your neighbors allows you to experience how they really feel. It builds a deeper understanding of the complex issues affecting our communities and connects us to one another.

(Over, please...)

Public Broadcasting of Colorado, Inc.
Bridges Broadcast Center • 7409 South Alton Court • Centennial, CO 80112

Membership Renewal

Current & One Renewal Only

Network Partner

RE19 <Source Code> <Member ID>

this year!

Network Partner gift: <\$ask3> <\$ask2>
a gift of: <\$ask1> Other \$ _____
 payable to CPR

American Express Discover

For line

Monthly as an Evergreen Member

Monthly gifts of:
 <\$moask2/mo>
 Other \$ _____

via:
direct Transfer (EFT) payment information — \$5/mo minimum.

Go to: www.cpr.org/renew
for your support.
gift is tax deductible.

Public Broadcasting of Colorado, Inc.
19 South Alton Court • Centennial, CO 80112

www.cpr.org

Member since:	<year>	Current & Prospective NP Members Regular Version
Last contribution:	<\$xxx>	
Date:	<mo/day/yr>	
<i>Informal Solicitation:</i> <i>Your commitment to Colorado Public Radio makes a big difference to CPR's programming and our community. You can use the enclosed form to reaffirm your contribution and include any changes to your membership information. Thank you for your support!</i> — Carter		
		<Source Code> <Member ID>



GREATER PUBLIC

PBS

Colorado Public Radio

Acknowledgement

Tier	Acknowledgement Process		
	Call	Note	Letter
A	24-48 hrs	1 day	2-3 business days
\$2,000-\$2,499 annually	Phone	USPS	USPS

Tier	Acknowledgement Process		
	Call	Note	Letter
B, C & D	24-48 hrs	2-3 business days	
\$1,000-\$1,999 annually	Phone	email	



Donor Transfer to Major Gifts

Gift of \$2,500+

2 month time frame

- breathing room for gift appreciation
- personal email intro, cc new gift officer and offer a meeting

A new friend at Colorado Public Radio!

Hi Sam and Barbara,

I hope this note finds you both well.

When we spoke in July, you generously increased your giving and I've been thinking about you a good bit since then and how I could thank you and give you more insider information to make you feel a part of the CPR family. So I have decided to introduce you to my colleague, Laura (cc'd here). She has much more experience in the deepest pieces of Colorado Public Radio and that is what you deserve. You are so thoughtful and kind (just like Laura!). It will take me much more time to build the knowledge that Laura has about CPR so I wanted you to be better served as soon as possible.

Laura is going to reach out to you soon to introduce herself so be on the lookout for that note in the mail!

I hope to see you when we can all gather together again and we will stay in touch! I'm not planning on going anywhere. I love CPR and this work so we will continue to stay connected.

Warmly,
Carter

 **Colorado Public Radio**

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CPR Vision: Inform, entertain and inspire all Coloradans.



 **Colorado Public Radio**

Working Towards

- Solicitation strategy
- Donor specific asks
- Refining stewardship plan
- Sustainable and scalable



Pearls of Wisdom

- Define your three pillars
- Vertius' blog and Mid-level Gift Officer Course
- Keep creating



Speaker Information

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