



KEXP 90.3FM Seattle | KEXP.ORG

Triple A music station serving the Seattle area and beyond
Founded in 1972 as KCMU at the University of Washington – 50th Anniversary this year!

2021 Donor Stats:

29,700 active donors; 18,500 sustainers (63%)

Individual Giving revenue - \$8.4M

\$6.7M (80%) raised in Annual Giving

\$2.7M (32%) from fundraising drives.

60% of drive donors are in-state, 40% out-of-state



KEXP Spring Fundraising Drive

Goal: Approx. \$700K, 4700 donors

Dates: March 4th – 11th

Goal Setting

- Trends in revenue, average gifts, donor participation #s
 - Special attention to Fall Drive 2020 v. Fall 2021 trends

Logistics

- Live pitching for eight days, 6A-9P
- Continuing pandemic practices
 - Pitchers who have partners will pitch from separate rooms, connected by video
 - Producers communicate through email, video, slack
 - Single pitchers in the evenings
- Web-only gifts



Creative Planning

- Cross-department group meets 14 weeks ahead of drive
 - Goals are to
 - Identify the key values
 - Establish the look/feel/tone/mood of the drive
 - Develop key messages
 - Develop drive graphics, tee shirt and other premium designs
 - Select suite of premiums
- Creative strategy is anchored on listener & donor experiences with our station— what they have told us matters to them.
 - Donor “testimonials”
 - Emails to DJs

Spring 2022 messaging themes:

- Community Connection
 - Authenticity of DJs
 - Communal listening/storytelling
- Reliable Companionship
 - Ritual, intentional
 - Comfort, calming, soothing

50th Anniversary

- Legacy of being community-funded and human-centered





Building our Fundraising Strategy

Voice:

- DJ personalization – tools to say it in your own way
- “Pitch Primer” tool
- Gratitude

Audience:

- Encouraging sustaining giving
- New Donors

Invitation:

- Continued emphasis on participation
- Other forms: tee shirt voting and listener countdown



Incentives:

- Challenges
 - Mix of ways to participate
 - “Unlocking” a challenge vs. matched dollars
- Premiums
 - New T-shirt design – 50th Anniversary
 - Donor- voted tee shirts for a throwback pack.
 - Special hourly premiums

