



2030 GOALS

Double station membership

3.1 million

6.2 million

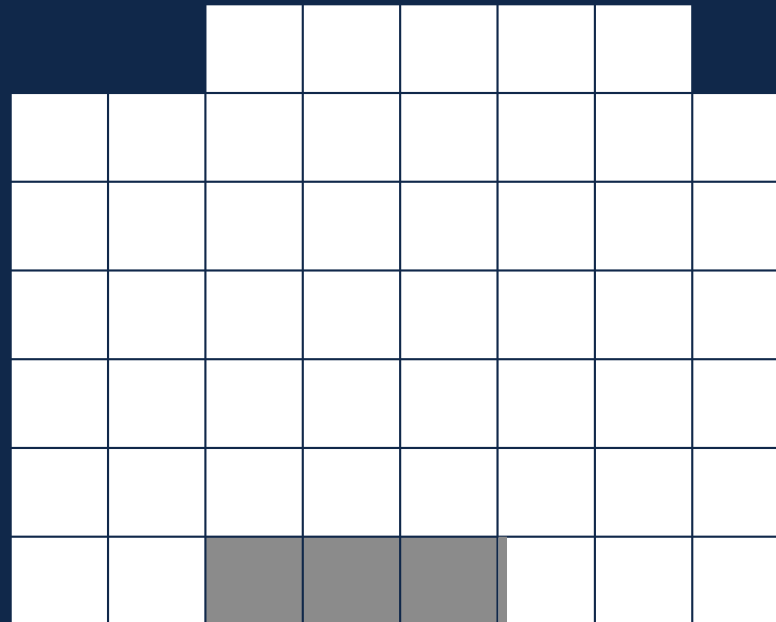
Double network revenue

\$1.6 billion

\$3.2 billion

Together, we can grow
to 6 million members

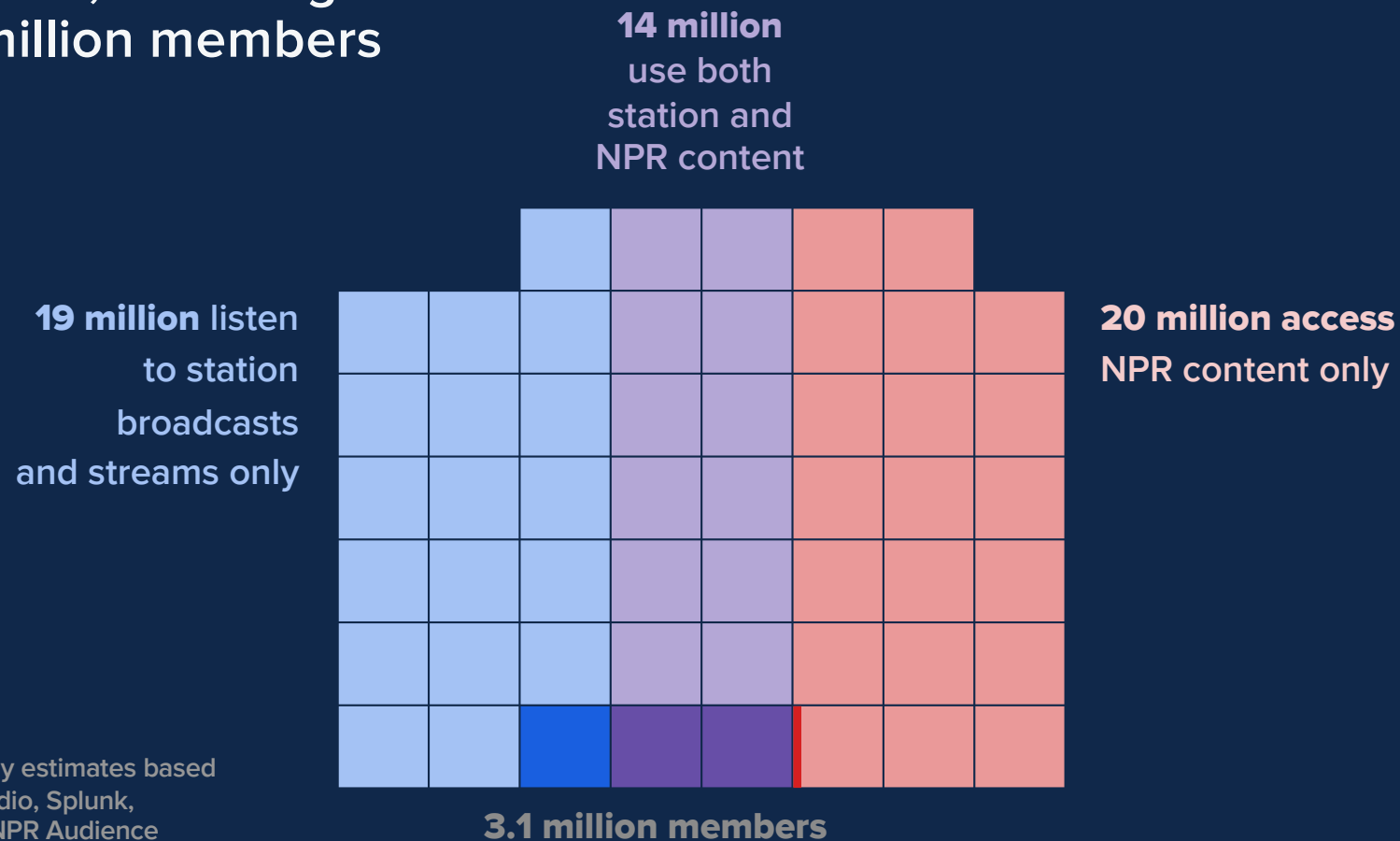
53 million weekly audience members



3.1 million members

Source: Weekly estimates based
on Nielsen Audio, Splunk,
Podtrac, and NPR Audience
Surveys

Together, we can grow
to 6 million members



Source: Weekly estimates based
on Nielsen Audio, Splunk,
Podtrac, and NPR Audience
Surveys

Key initiatives to grow station membership

ONGOING

Streamlined flow

Increase conversion rates from NPR users using Stripe.

Additional acquisition

Campaigns and tactics to reach digital users with solicitations relevant to their interests.

Mid-level and major giving collaboration

A new NPR fundraising team devoted to partnering with stations to increase giving levels.

LATE 2022

NPR+ bundle

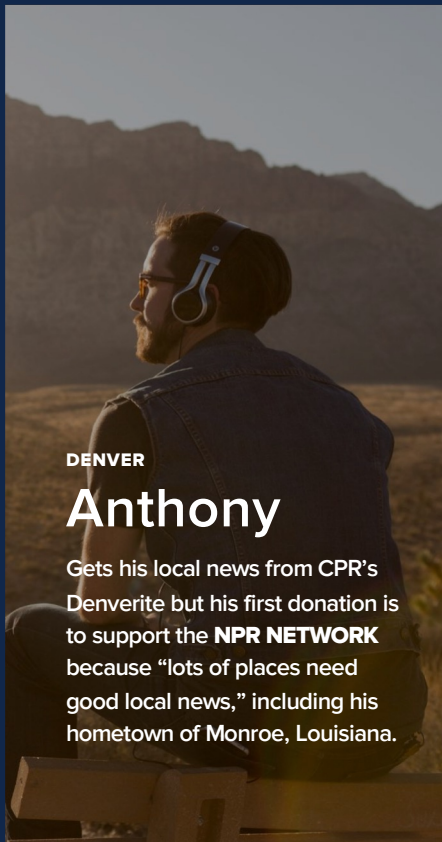
NPR podcast fans donate to Member stations and unlock access to portfolio of NPR podcast benefits. Stations receive donations via Stripe.

NOVEMBER-DECEMBER

Year-end campaign

This year's campaign will continue to drive donations to stations, with the option for users to support the work of the NPR Network as a whole.

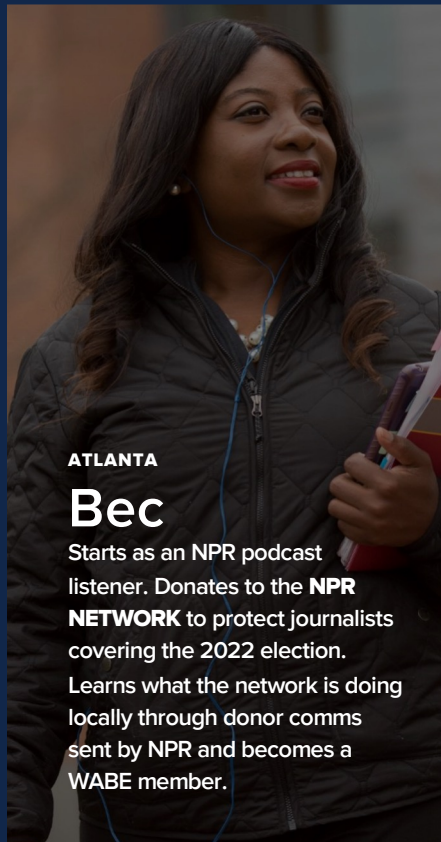
Three people who might choose to support the NPR Network



DENVER

Anthony

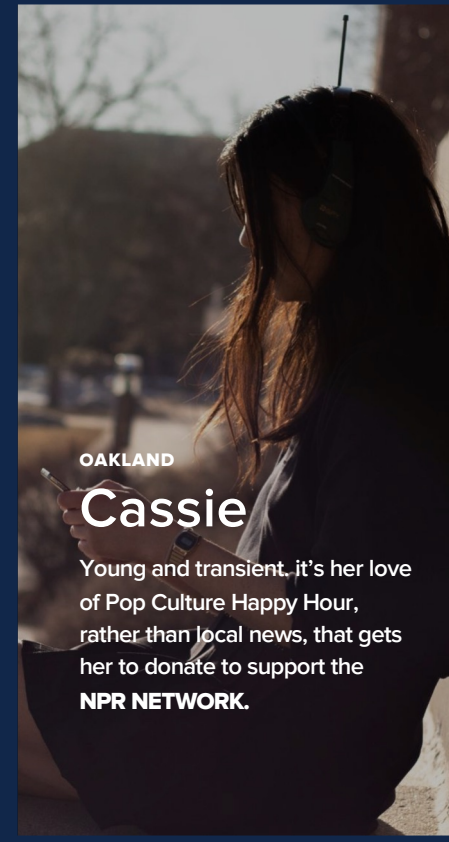
Gets his local news from CPR's Denverite but his first donation is to support the **NPR NETWORK** because "lots of places need good local news," including his hometown of Monroe, Louisiana.



ATLANTA

Bec

Starts as an NPR podcast listener. Donates to the **NPR NETWORK** to protect journalists covering the 2022 election. Learns what the network is doing locally through donor comms sent by NPR and becomes a WABE member.

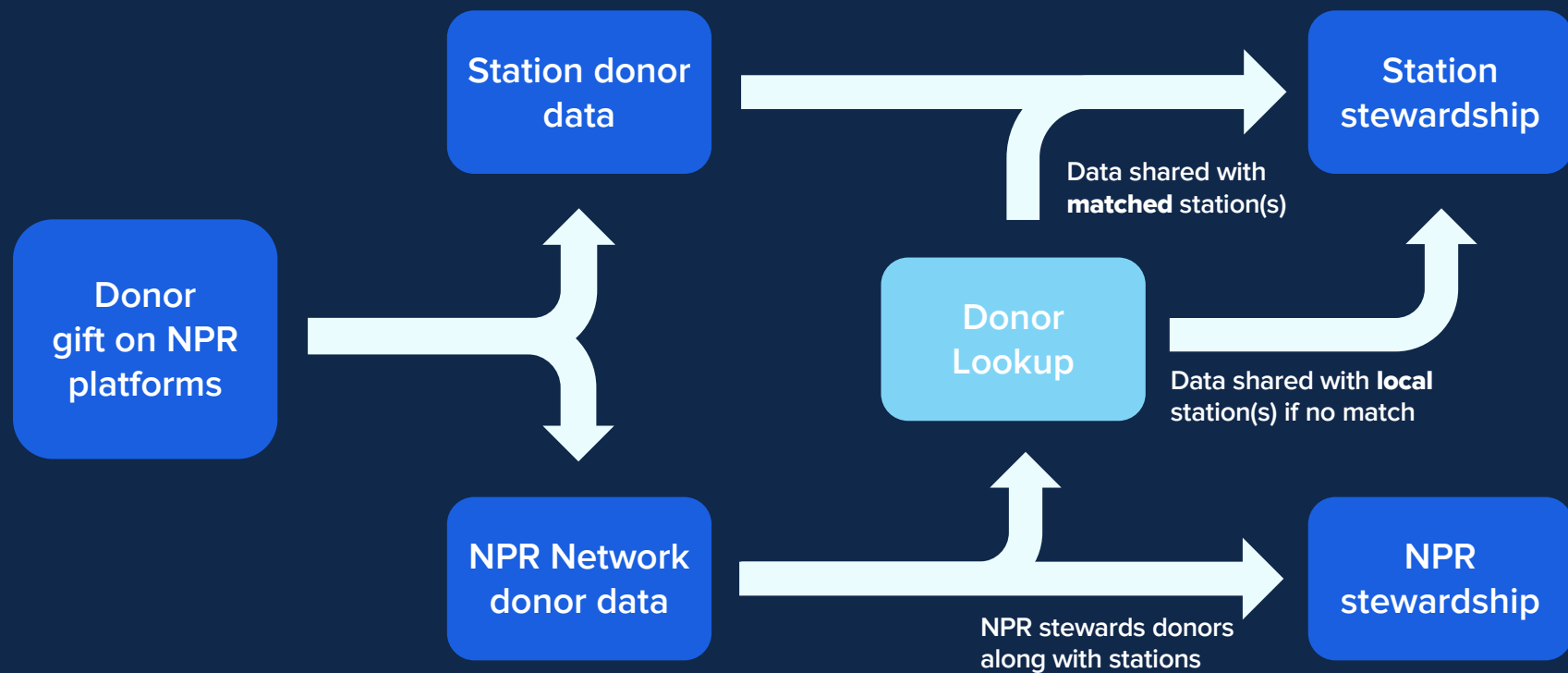


OAKLAND

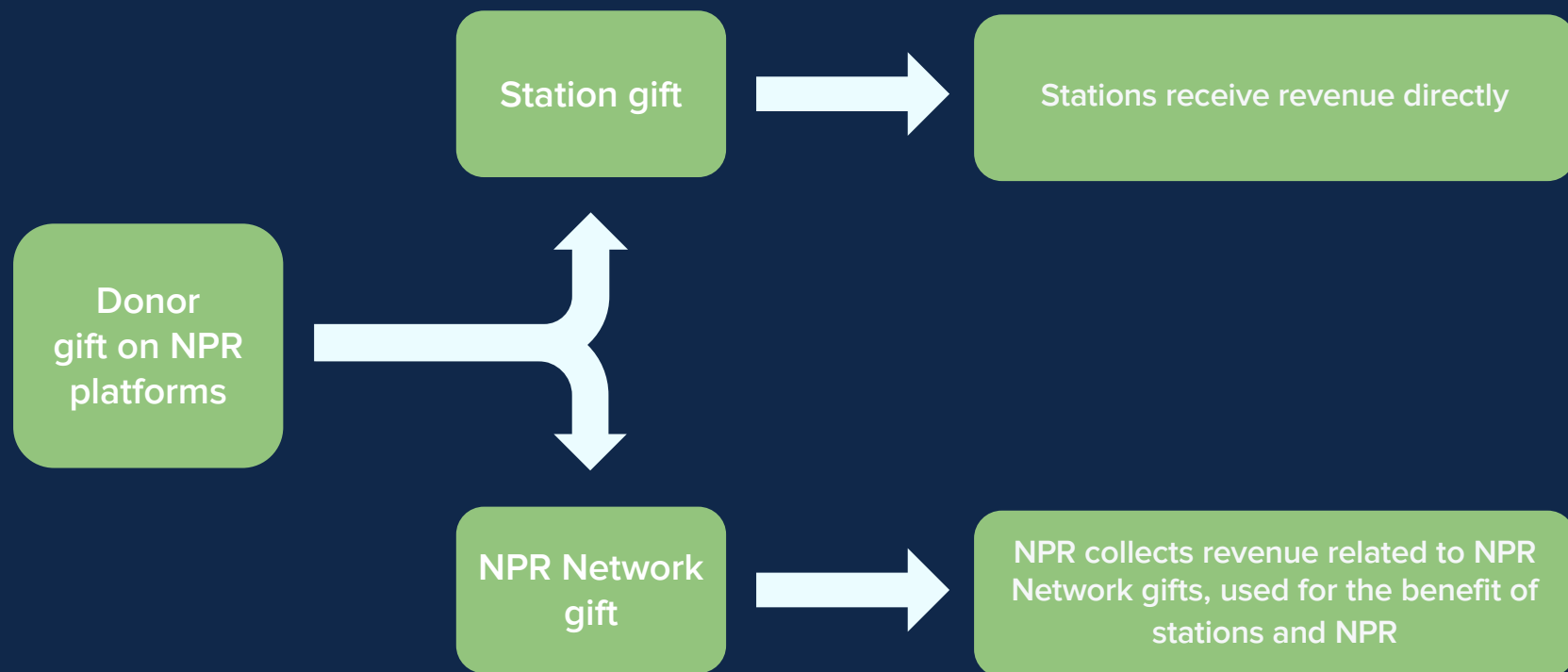
Cassie

Young and transient, it's her love of Pop Culture Happy Hour, rather than local news, that gets her to donate to support the **NPR NETWORK**.

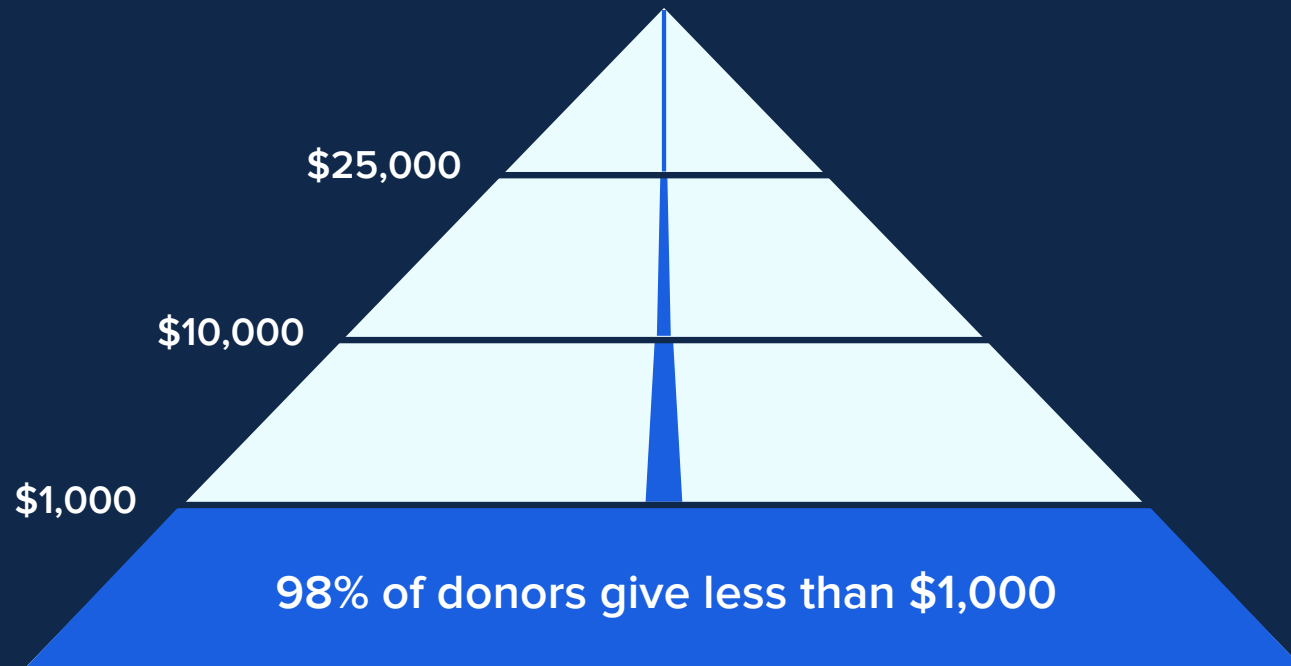
Donor data: NPR will connect all NPR Network donors to stations



Donor revenue works differently than donor contact information



Together, we can
build our donor
pyramid



Source: Estimates for 251 NPR Members based on data from Collaborative Fundraising Pilot stations

Principles of the Collaborative Fundraising Pilot

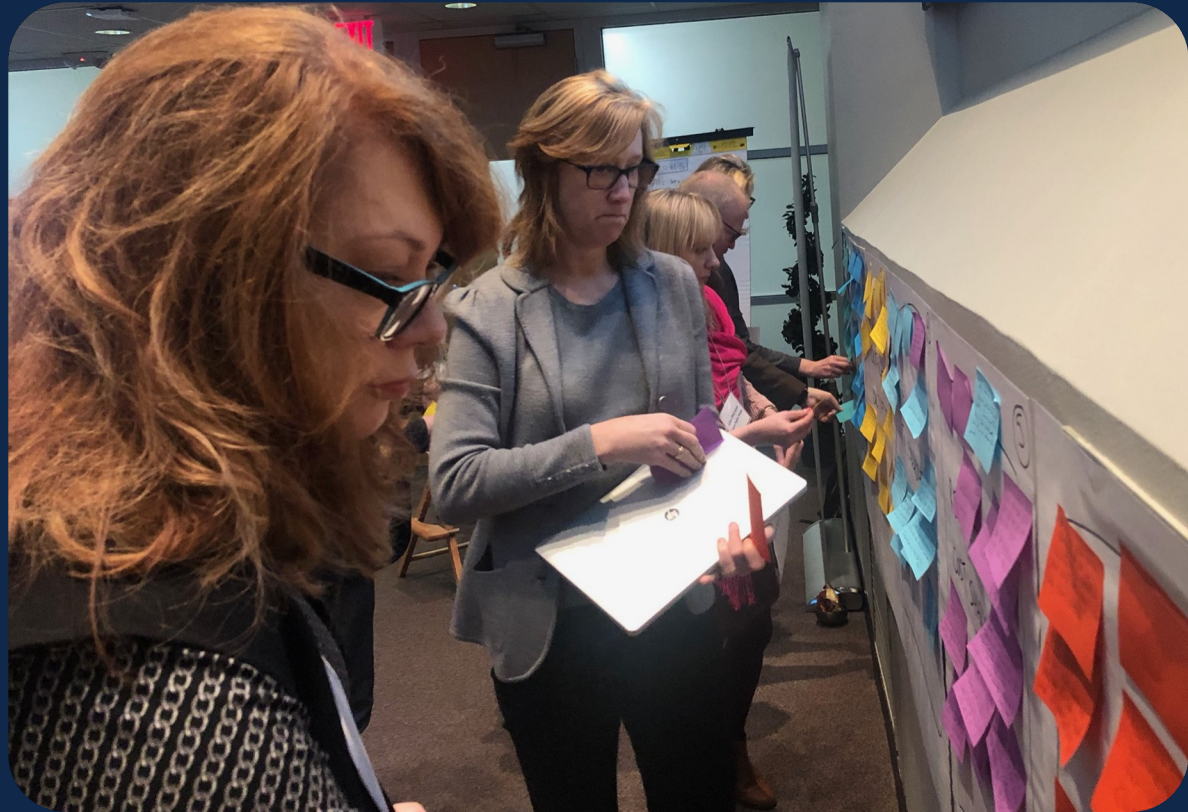
Donor-centric
approach

Transparent
approach

Collaborative
mindset

Abundance
mindset

Learning
mindset



THANK YOU!