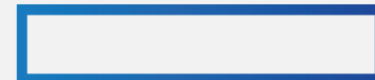


Fall 2022 On-Air Fundraising Kick-Off

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Jay Clayton, Individual Giving Advisor, Greater Public

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Today's conversation

- Fall campaign focus
- All in on monthly givers
- Wisconsin Public Radio
- Your plans, ideas and questions

Campaign focus - news

- You rely on us to play a vital role at a critical time in our history and in our lives
- Fulfilling our service depends on a solid foundation of community support including your monthly gift

Campaign focus - music

- You rely on us to be an oasis of calm and joy in a world filled with tension
- Fulfilling our service depends on a solid foundation of community support including your monthly gift

Go all in on monthly givers

- Gold standard = monthly giver on ACH/EFT
- One-time givers retain at +/- 50%
- Monthly givers retain at +/- 90%
- If your audience is getting smaller you're losing listeners who could replace lost givers

Wisconsin Public Radio's plans



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Wisconsin Public Radio Fall On-Air Fundraising Plans



Wisconsin Public Radio

- Statewide
 - 3 networks
 - The Ideas Network: regional, statewide, and national call-in shows
 - NPR News and Music
 - All Classical (HD and streaming)
 - ~400,000 weekly listeners
- ~50,000 members
- ~26,000 sustainers (52%)

FY22 Results

- Participation down overall
 - Especially new members
- Met financial goals for Fall, Year-end and Winter Drives
- 65% of financial goal for Spring Drive
 - Lower participation from add gift donors, new donors were flat with FY21

FY23 Plans

- 4 drives
- 28 days
- Fall (September 23 - October 1)
- Year-end (November 29 - December 3)
- Winter (February)
- Spring (April/May)
- Continue to engage all donors (add givers, current sustainers, lapsed and new donors)
 - Focus on incentives that are geared toward new members (lower entry points)

Fall Member Drive Plans

- Friday, September 23 - Saturday, October 1 (9 days)
- Refresh scripts
 - Midterm elections
 - News scripts
 - General case/close
- Daily incentives
 - WPR socks
 - WPR tote bag
 - WPR enamel pin
 - Gas card drawings
 - Participation challenge

■ Fall Member Drive Incentives

- Day 1: Enamel pin for first 500 donors (any amount)
- Days 2 & 3: Weekend mostly mission, mention of TYGs
- Day 4: Gas card drawing (5 winners)
- Day 5: 2 for 1 Tuesday \$15/month 2 pairs of socks
- Days 6 & 7: 500 people unlock \$20,000
- Day 8: \$5 dollar Friday \$5/month tote bag
- Day 9 Last day/ Gas card drawing (5 winners)

Fall Member Drive Incentives



\$10/month - WPR Tote Bag
Vendor: Enviro-Tote



Any amount - WPR Enamel Pin
Vendor: Busy Beaver

KwikTrip™

Gas Card Drawings
Kwik Trip is a Wisconsin staple



\$15/month - WPR Socks
Vendor: Sock Club

■ Challenges and Opportunities

- Staff shortages/transitions
- Return to office
- Digital Fundraising

Questions?

Contact info:

Becca Pattermann, On-air Fundraising Manager

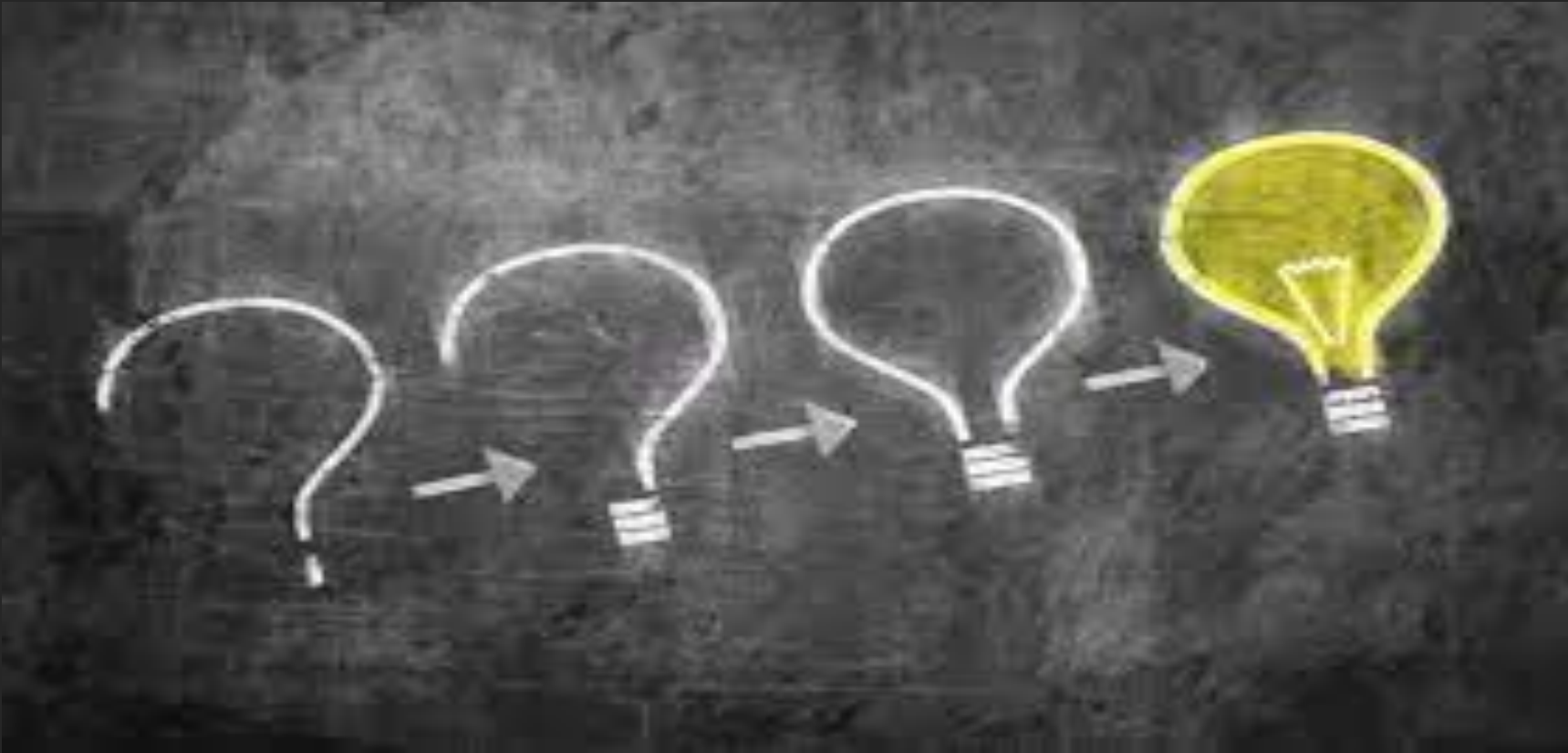
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Coming up...

Calendar Year End and Last Minute Fall Fundraising Kick Off

Tuesday, September 13th at 2 PM ET.

Now it's your turn



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Contact us

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