

# Understanding Your Benchmarks for Public Radio Fundraising

Fiscal Year 2024

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# Understanding Your FY24 Benchmarks



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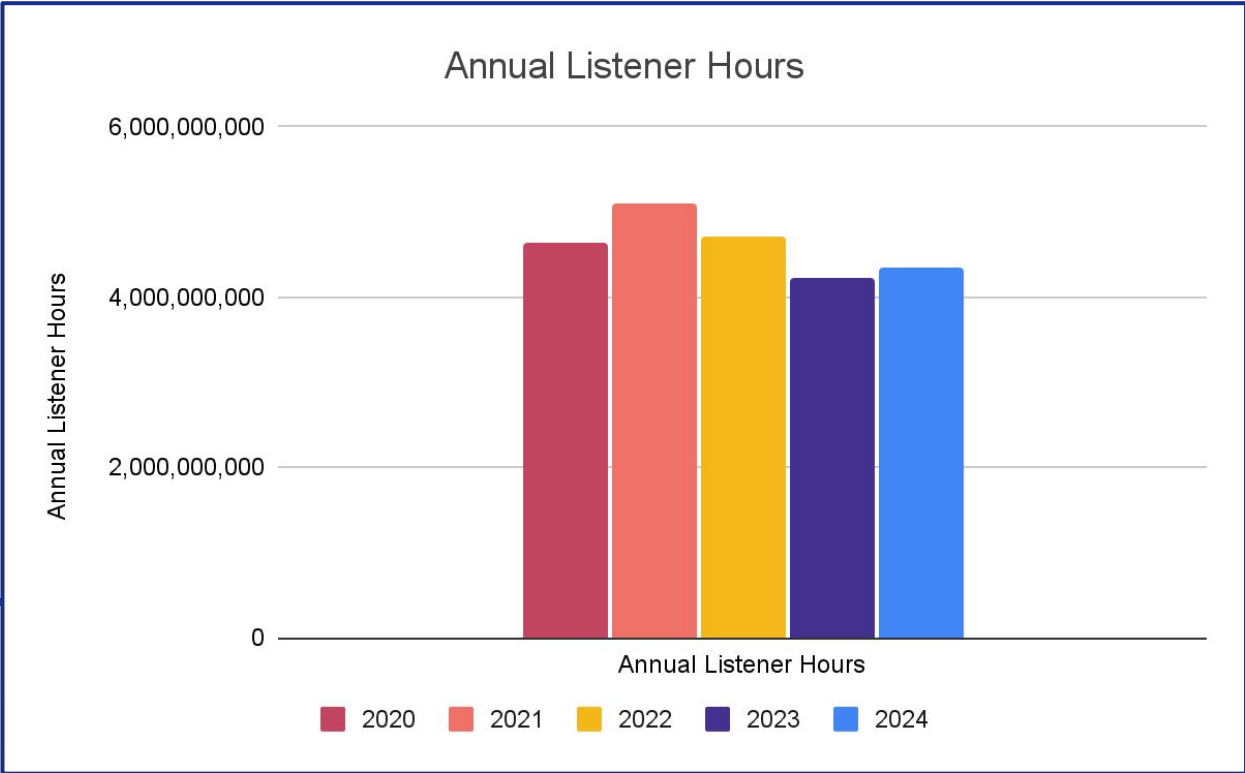


# Revenue Changes from FY20 to FY24

We tracked revenue and donors over the period from FY20 to FY24 using a “same store” comparison of 52 stations that participated in Benchmarks for all five years.

This methodology ensures that the changes reflect fundraising practices and/or listening rather than a different mix of stations from year to year.

# Listening



5 Year Trends:

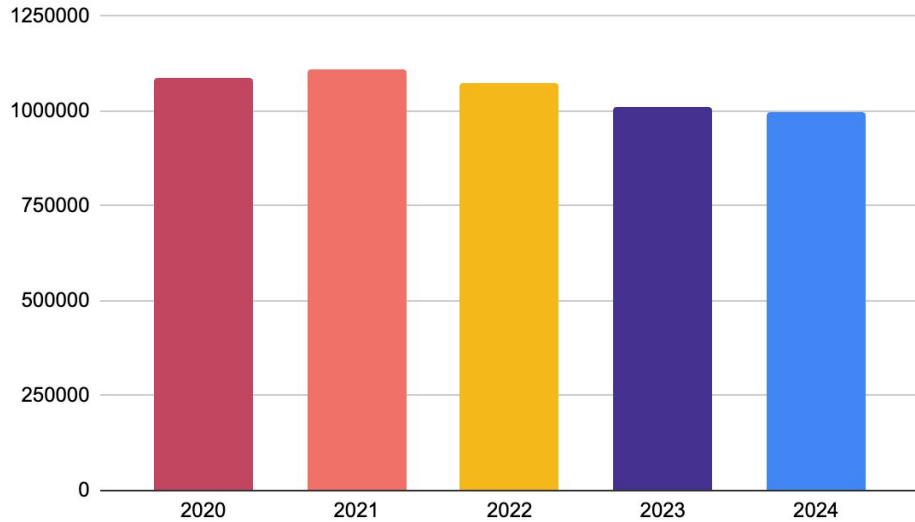
15 stations gained listening from 2020.

Overall: -7%  
Range: +88% to -63%

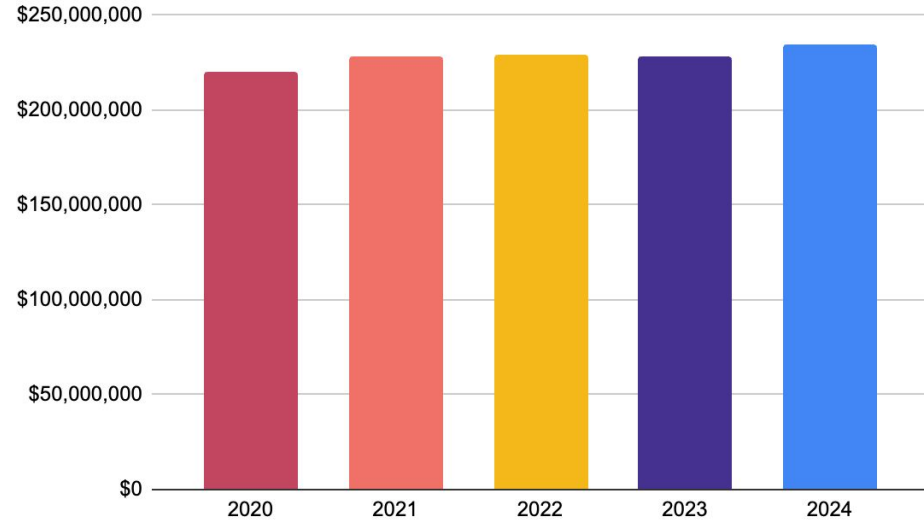
FY23 to FY24:  
Overall: +1%

# Total Individual Giving

Donors



Revenue



**Total Individual Giving DONORS**

Overall: -8%

Range: +32% to -34%

**Total Individual Giving REVENUE**

Overall: +7%

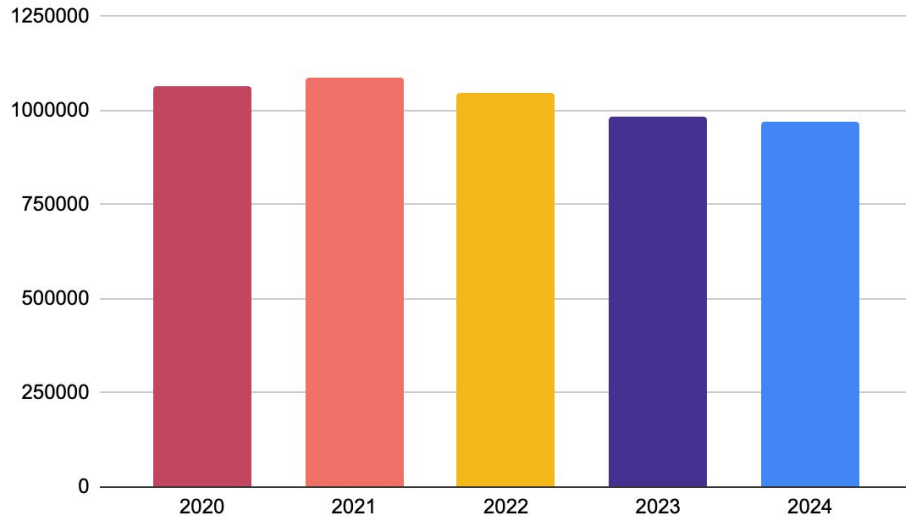
Range: +110% to -47%

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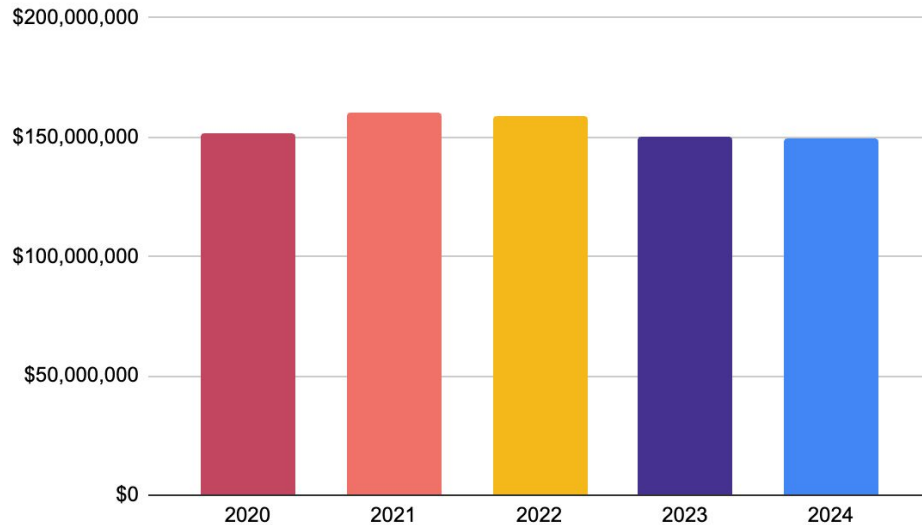


# Membership \$1-\$999

Membership Donors (\$1-\$999)



Membership Rev (\$1-\$999)



## Membership DONORS

Overall: -9%

Range: +32% to -34%

## Membership REVENUE

Overall: -1%

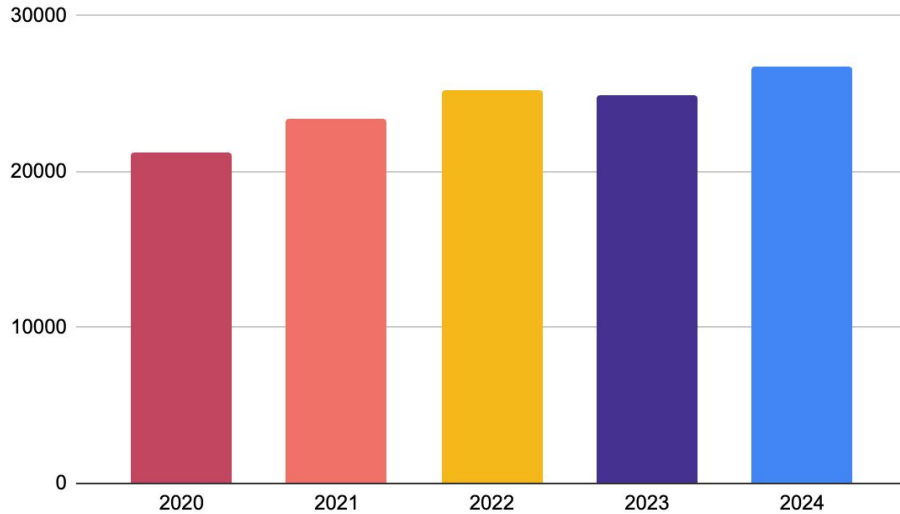
Range: +49% to -53%

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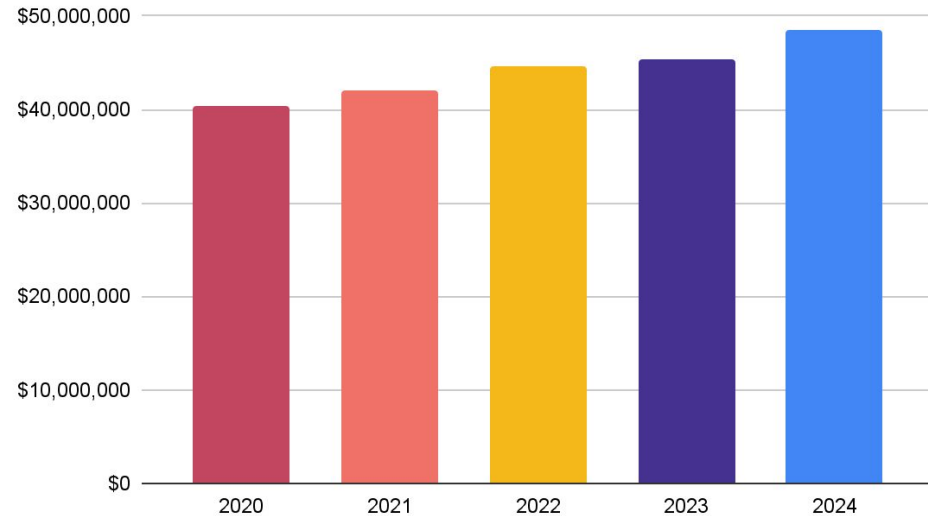


# Mid-Level \$1,000-\$9,999

Mid-Level Donors \$1,000-\$9,999



Mid-Level Revenue \$1,000-\$9,999



## Mid-Level DONORS

Overall: +26%

Range: +97% to -69%

## Mid-Level REVENUE

Overall: +20%

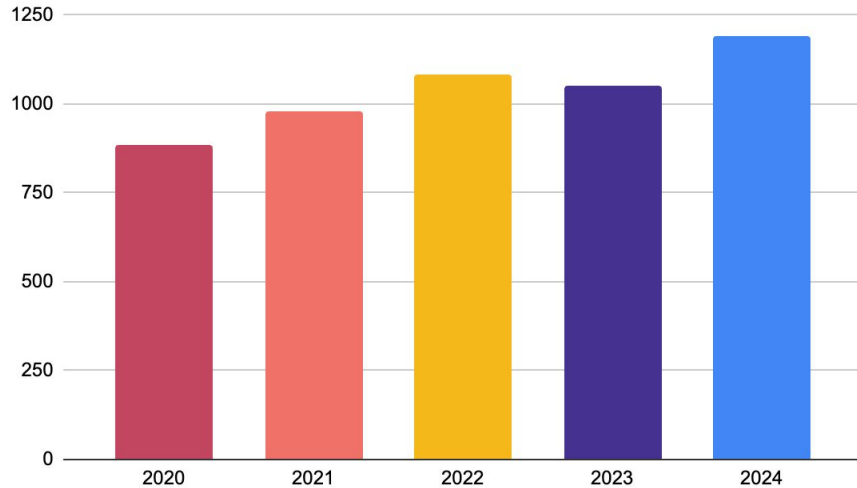
Range: +87% to -73%

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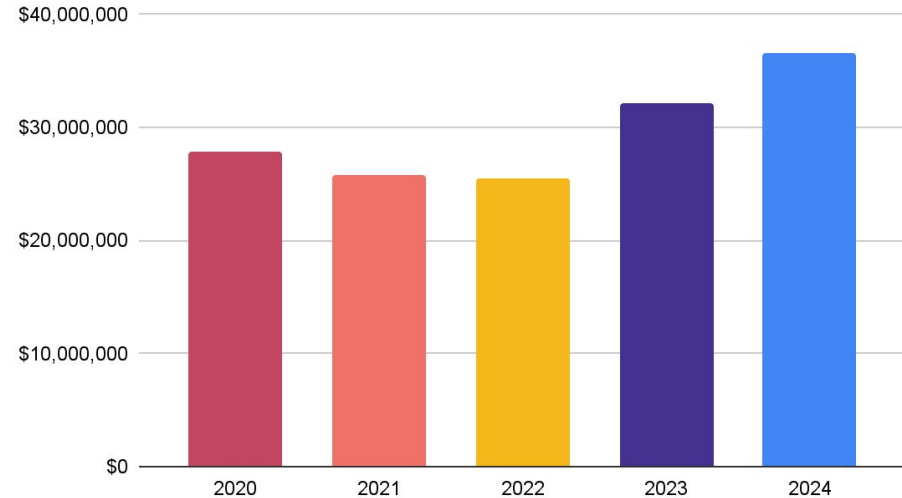


# Major Giving \$10,000+

Major Giving Donors \$10K+



Major Giving Rev (\$10K+)



## Major Giving DONORS

Overall: +35%

Range: +700% to -88%

## Major Giving REVENUE

Overall: +31%

Range: +546% to -90%

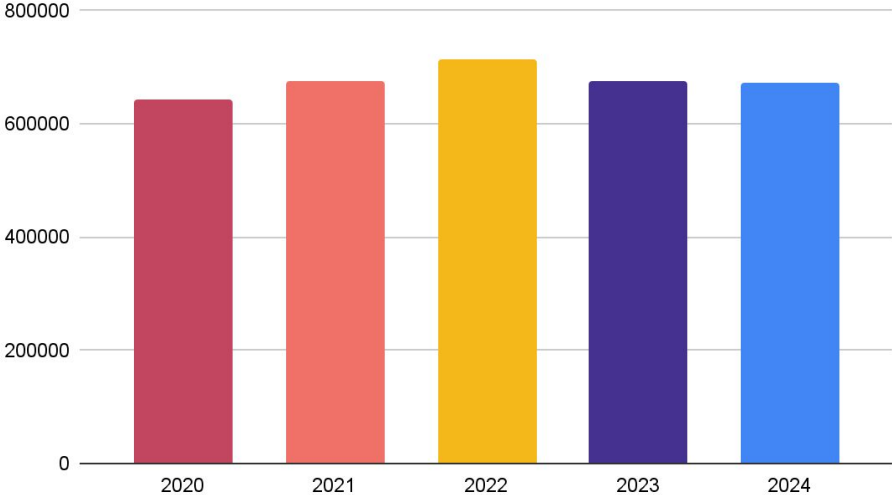
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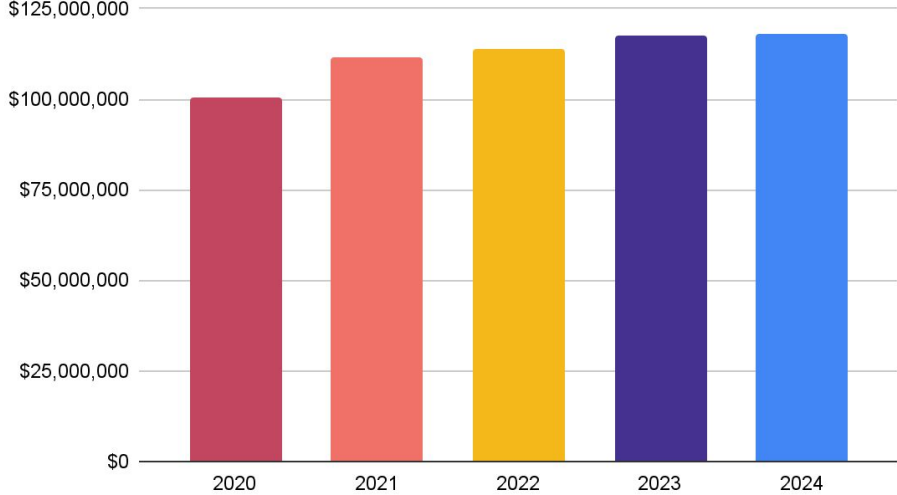


# Monthly Giving

Donors



Revenue

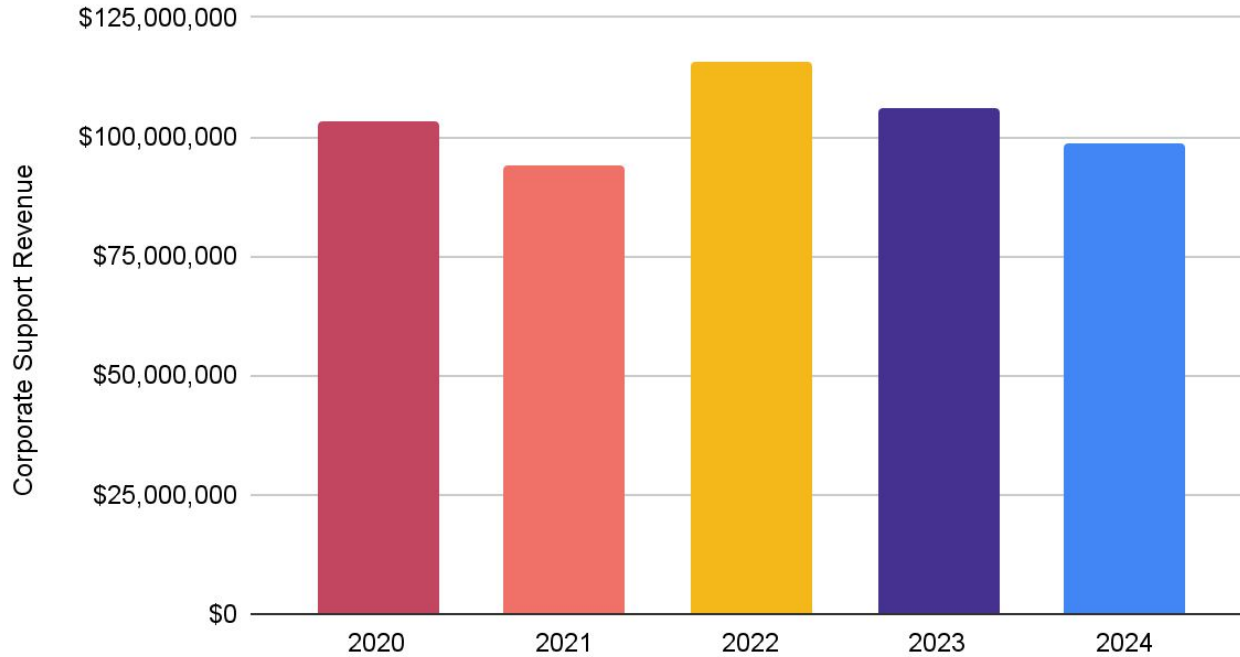


**Monthly Donors**  
Overall: +5%  
Range: +82% to -38%

**Revenue from Monthly Donors**  
Overall: +17%  
Range: +91% to -81%

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## Corporate Support Revenue



**Overall: -4%**  
**Range: +134% to -36%**

# Summary

Listening Change from  
FY20 to FY24: -7%

Category	Donors Change from FY20 to FY24	Revenue Change from FY20 to FY24
Total Individual Giving	-8%	+7%
Membership (\$1-\$999)	-9%	-1%
Mid-Level Donors (\$1,000-\$9,999)	+26%	+20%
Major Giving (\$10K+)	+35%	+31%
Monthly Giving	+5%	+17%
Corporate Support		-4%



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**Sample Station FY24 (PPM)**

# **Benchmarks for Public Radio Fundraising**

# How can Benchmarks help your station?

With Benchmarks, you are measuring your station's financial possibilities in all major areas of fundraising so you can identify the right strategies to achieve your full potential and sustain it over time.

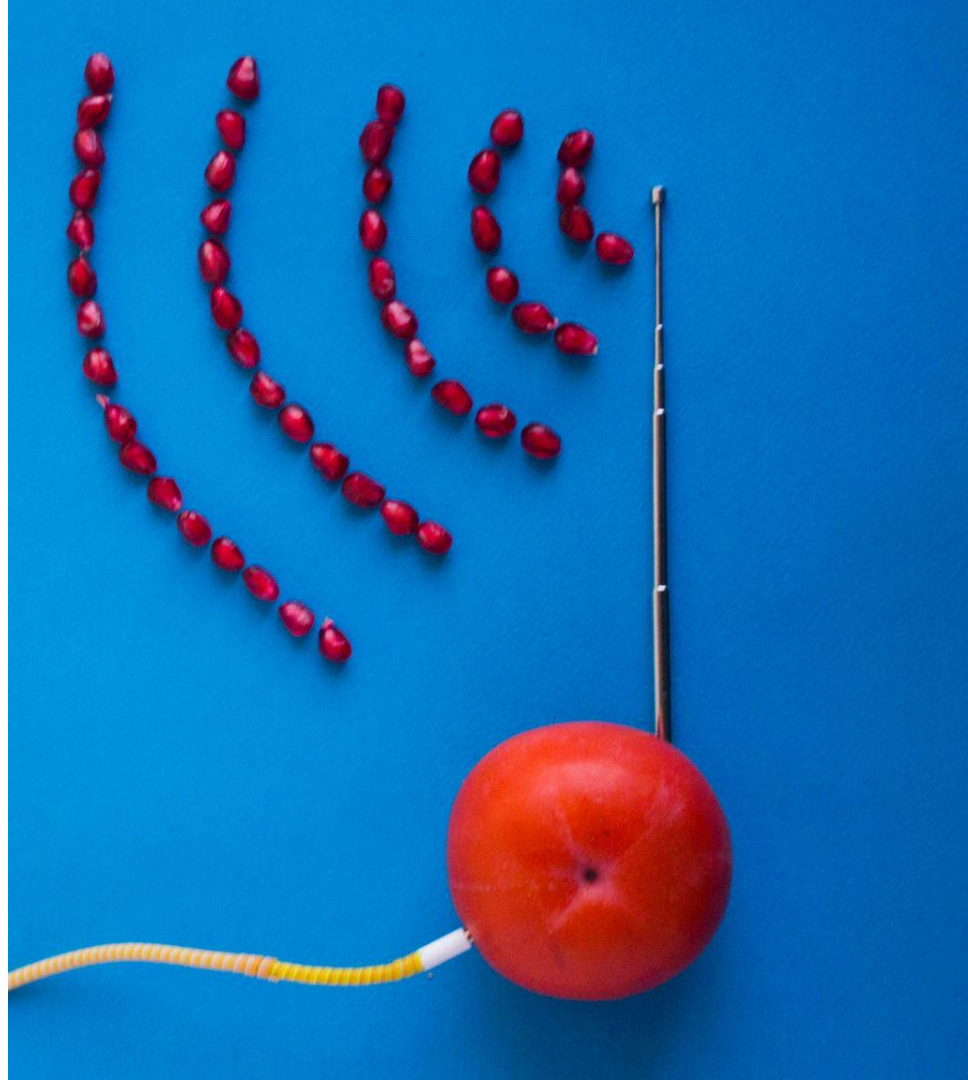
The following slides will utilize the information from your Trend and Peer Reports to outline your fundraising potential. Unlike most nonprofits, public radio can quantify its fundraising potential because **our listening is our fundraising potential**. When listening increases or decreases, fundraising potential increases or decreases.

Note: Nielsen's listening data is separated into two market data cohorts, Diary and PPM. The audience collection process differs greatly for these two cohorts, so each Benchmarks participant is placed into only one cohort, per RRC's distinction. Your Peer Report will only show stations in your market data cohort.

# What is your potential?

Using the RRC's annual listener hours, Greater Public's Benchmarks answers two core questions:

1. How much are you *currently* raising relative to your station's fundraising potential?
2. How much *could* you be raising if your station was fundraising at its full potential?



# Evaluate Your Listeners Hours Over Time to Determine Your Fundraising Potential

This sample station's listening has increased 5% in the past five years, meaning their fundraising potential has increased.



Year	FY20	FY21	FY22	FY23	FY24	FY20 to FY24
Annual Listener Hours per RRC	35,817,600	46,300,800	49,795,200	38,438,400	37,564,800	35,817,600 To 37,564,800
Percent Change		+29%	+8%	-23%	-2%	+5%

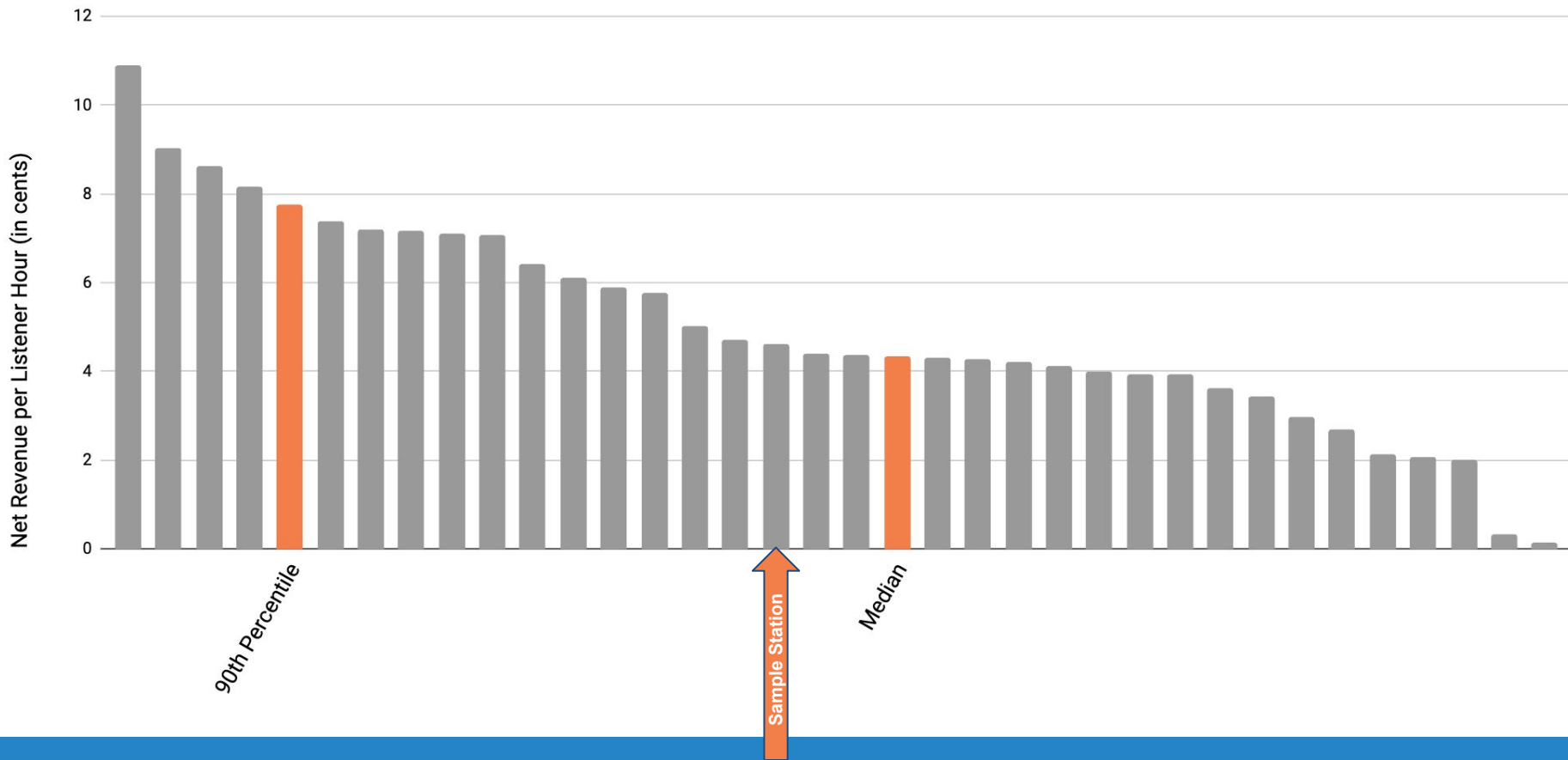
# **Membership**

Cumulative annual  
giving of \$1-\$999



# Net Revenue per Listener Hour for Membership (\$1-\$999)

The arrow indicates your station's performance in relation to the 90th percentile and median of all PPM participating stations.



# Potential of Membership Fundraising

Based on your annual giving of \$1-\$999 and FY24 listener hours

	<b>Your FY24 Donors and Revenue</b> (The data you submitted for Benchmarks)	<b>Your Potential</b> (Donors and revenue you could have if you reached performed at the 90th percentile)	<b>The Difference</b> (Donors and revenue you're "leaving on the table" by not performing at the 90th percentile)
<b>Donors, \$1-\$999</b>	<b>15,794</b>	<b>25,853</b>	<b>10,059</b>
<b>Net Revenue per Listener Hour</b>	<b>\$0.0463</b>	<b>\$0.0737</b>	<b>\$0.0274</b>
<b>Net Revenue, \$1-\$999</b>	<b>\$1,737,717</b>	<b>\$2,768,526</b>	<b>\$1,030,809</b>

# What Top Performers Do

Membership (\$1-\$999)

Gross Revenue per Donor at \$1-\$249:

- Station at the 90th Percentile: \$113
- Sample Station: \$105

Gross Revenue per Donor at \$250-\$999:

- Station at the 90th Percentile: \$389
- Sample Station: \$376

**Bigger average gifts don't necessarily grow revenue.**



# Convert Listeners to Givers:

A professional microphone is positioned in the upper right background of the slide, partially obscured by the title text.

The sample station is less efficient than top performers at converting listeners to membership donors (\$1-\$999):

- Top performers in FY24: 1,453 listener hours per donor
- Sample Station: 2,378 listener hours per donor

**Fewer listener hours per donor equals more donors.  
More donors equals more revenue.**

# Reaching your membership potential

## More fundraising:

- Top performers have three to four drives per year
- Top performers create more occasions for listeners to become donors

## That's more effective:

- Focused messaging delivered consistently
- Compelling offers (always a reason to give now)
- Get more listeners to become sustainers: the sample station retains 78% of all givers (including sustainers) and retains 88% of sustainers



## **Mid-Level Giving**

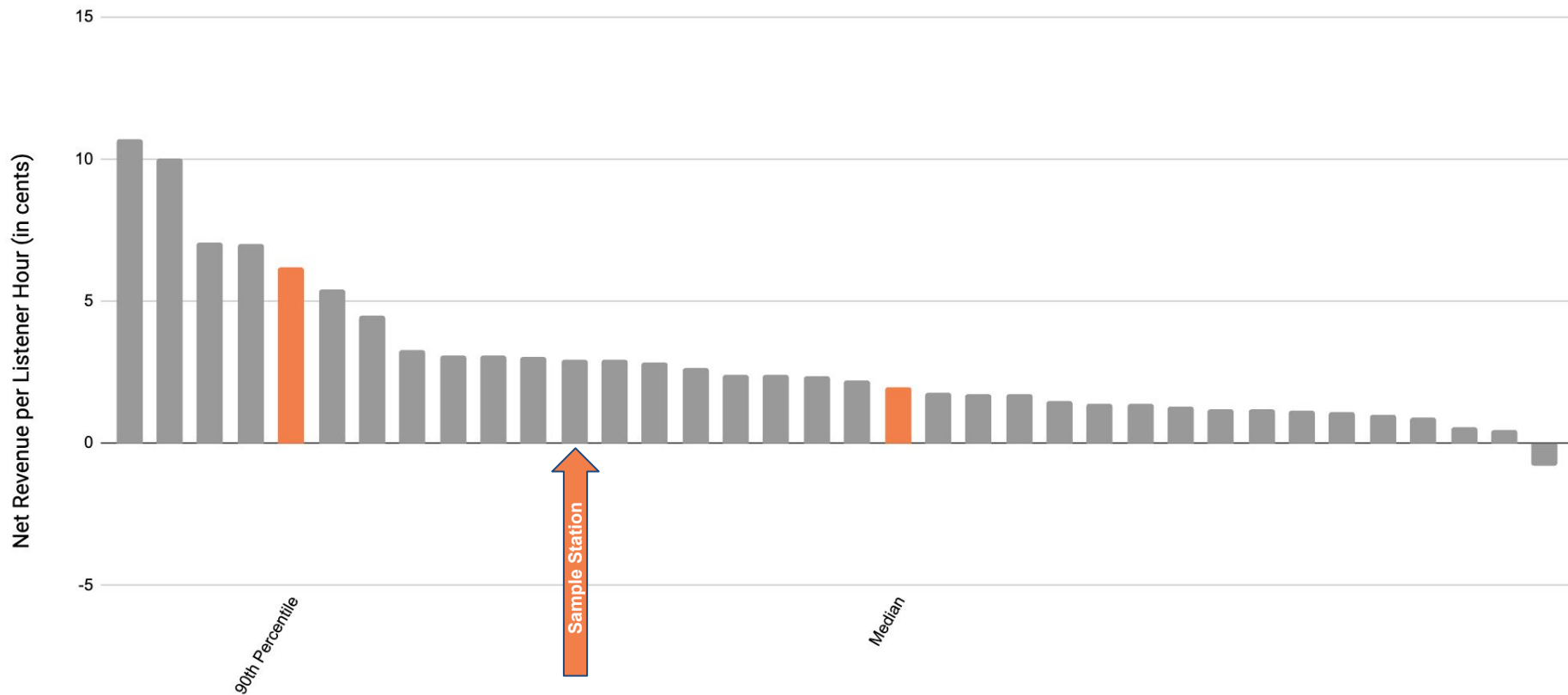
Cumulative  
annual giving of  
\$1,000-\$9,999

## **Major Giving**

Cumulative  
annual giving of  
\$10,000+

# Net Revenue per Listener Hour for Mid-Level and Major Giving (\$1,000+)

The arrow indicates your station's performance in relation to the 90th percentile and median of all PPM participating stations.



# Potential of Mid-Level and Major Giving

Based on your annual giving of \$1,000+ and FY24 listener hours

	<b>Your FY24 Donors and Revenue</b> (The data you submitted for Benchmarks)	<b>Your Potential</b> (Donors and revenue you could have if you reached performed at the 90th percentile)	<b>The Difference</b> (Donors and revenue you're "leaving on the table" by not performing at the 90th percentile)
<b>Donors, \$1,000+</b>	<b>534</b>	<b>787</b>	<b>253</b>
<b>Net Revenue per Listener Hour</b>	<b>\$0.0296</b>	<b>\$0.0540</b>	<b>\$0.0244</b>
<b>Net Revenue, \$1,000+</b>	<b>\$1,113,622</b>	<b>\$2,028,499</b>	<b>\$914,877</b>



# What Top Performers Do

Mid-Level and Major Giving (\$1,000+)

Gross Revenue per Donor at \$1,000+:

- Top performers in FY24: \$2,990
- Sample Station: \$2,565

Gross Percentage of Donors giving \$1,000+:

- Top performers in FY24: 23%
- Sample Station: 19%



# **Convert Listeners to Givers:**

The sample station is less efficient than top performers at converting listeners to mid-level and major donors (\$1,000+):

- Top performers in FY24: 40,595 listener hours per donor
- Sample Station: 70,346 listener hours per donor

**Fewer listener hours per donor equals more donors.  
More donors equals more revenue.**

# Reaching your Mid-level and Major Giving Potential

## Focus on Relationships:

- Top performers build programs that work to create relationships between donor and organization
- Top performers create more occasions to ask donors for gifts of \$1,000+

## This will take time - and produce more revenue:

- Focus messaging on values, gratitude and impact
- Realistic and powerful call to action
- Engagement is paramount, you must build trust first to ask for a significant gift

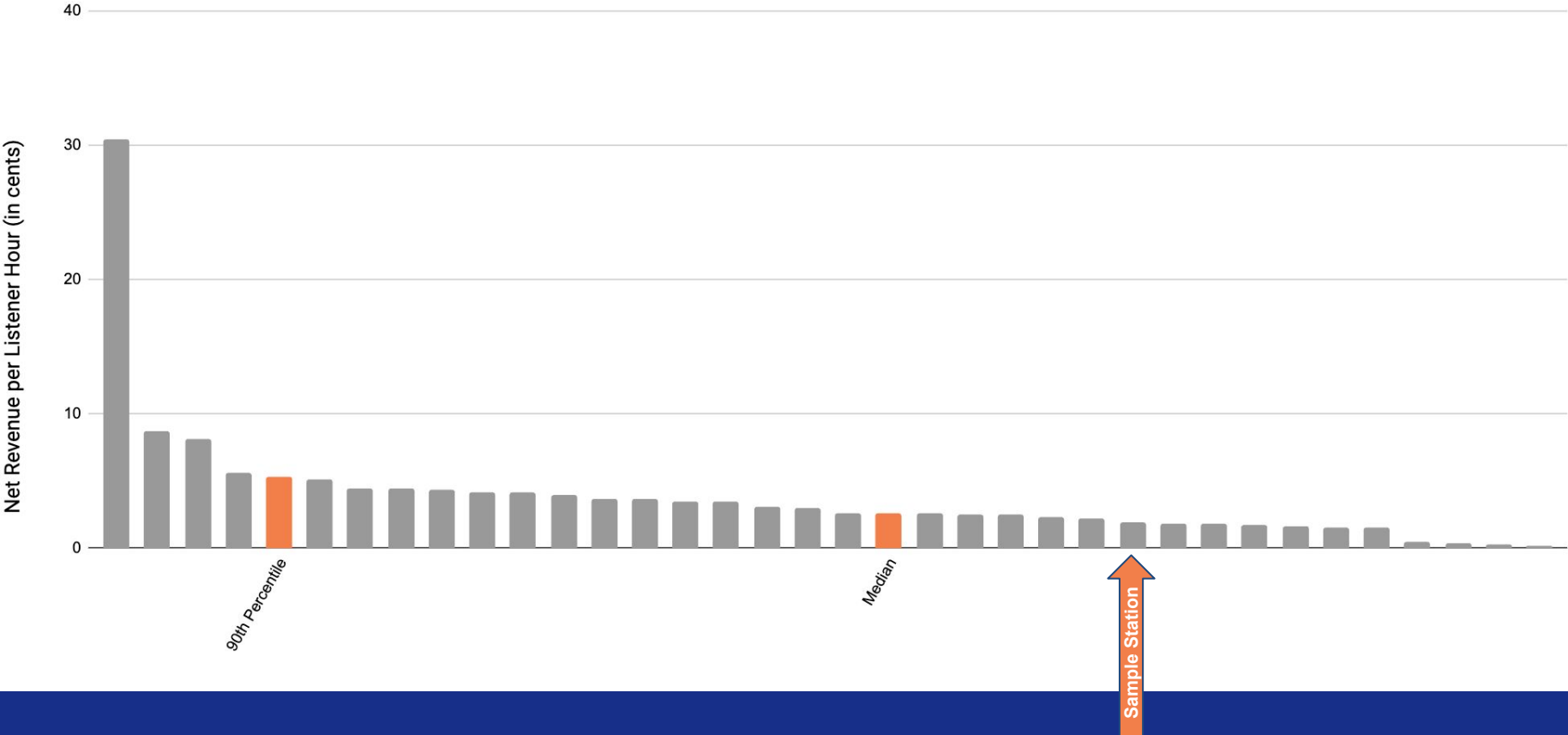




**Corporate  
Support and  
Underwriting**

# Net Revenue per Listener Hour for Corporate Support/Underwriting

The arrow indicates your station's performance in relation to the 90th percentile and median of all PPM participating stations.



# Corporate Support Potential

Based on your corporate support revenue and FY24 listener hours

	<b>Your FY24 Revenue</b> (The data you submitted for Benchmarks)	<b>Your Potential</b> (Revenue you could have if you reached performed at the 90th percentile)	<b>The Difference</b> (Revenue you're "leaving on the table" by not performing at the 90th percentile)
<b>Net Revenue per Listener Hour</b>	<b>\$0.0187</b>	<b>\$0.0507</b>	<b>\$0.0320</b>
<b>Net Revenue, Corporate Support</b>	<b>\$702,753</b>	<b>\$1,904,535</b>	<b>\$1,201,782</b>

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# Reaching your Corporate Support Potential

## Articulate Public Media's Unique Value

- Sell on our strengths - quality audience, halo effect, brand trust etc. - as a complement to the overall media mix
- Position your station's value in terms of what it means to your clients vs what your station needs

## Make Sure You Have Enough Business Support Reps

- Always have two or more Business Support (underwriting) Reps and more are better.
- Best practice is no more than \$500k per Rep in business for medium size markets and a bit less for smaller markets. This mitigates risk and allows time for experienced Reps to bring in more new business to grow revenue



# Reaching your Corporate Support Potential

## Optimize Your Operations

- Invest in digital ad serving software
- Always use a CRM database to track prospects and client interactions
- Work collaboratively. Top performers work with Marketing to grow email list size and with Digital to develop new sponsorable digital products

## Maximize Your Assets

- Never give digital assets away for free: streaming pre-roll and e-news are in heavy demand and have high value
- Use digital sponsorship assets supported by your CMS
- Bundle your inventory: top performers routinely sell multi-platform packages, and include two pieces of digital inventory in every proposal that goes out the door
- Annualize event sponsorship assets vs selling one event at a time

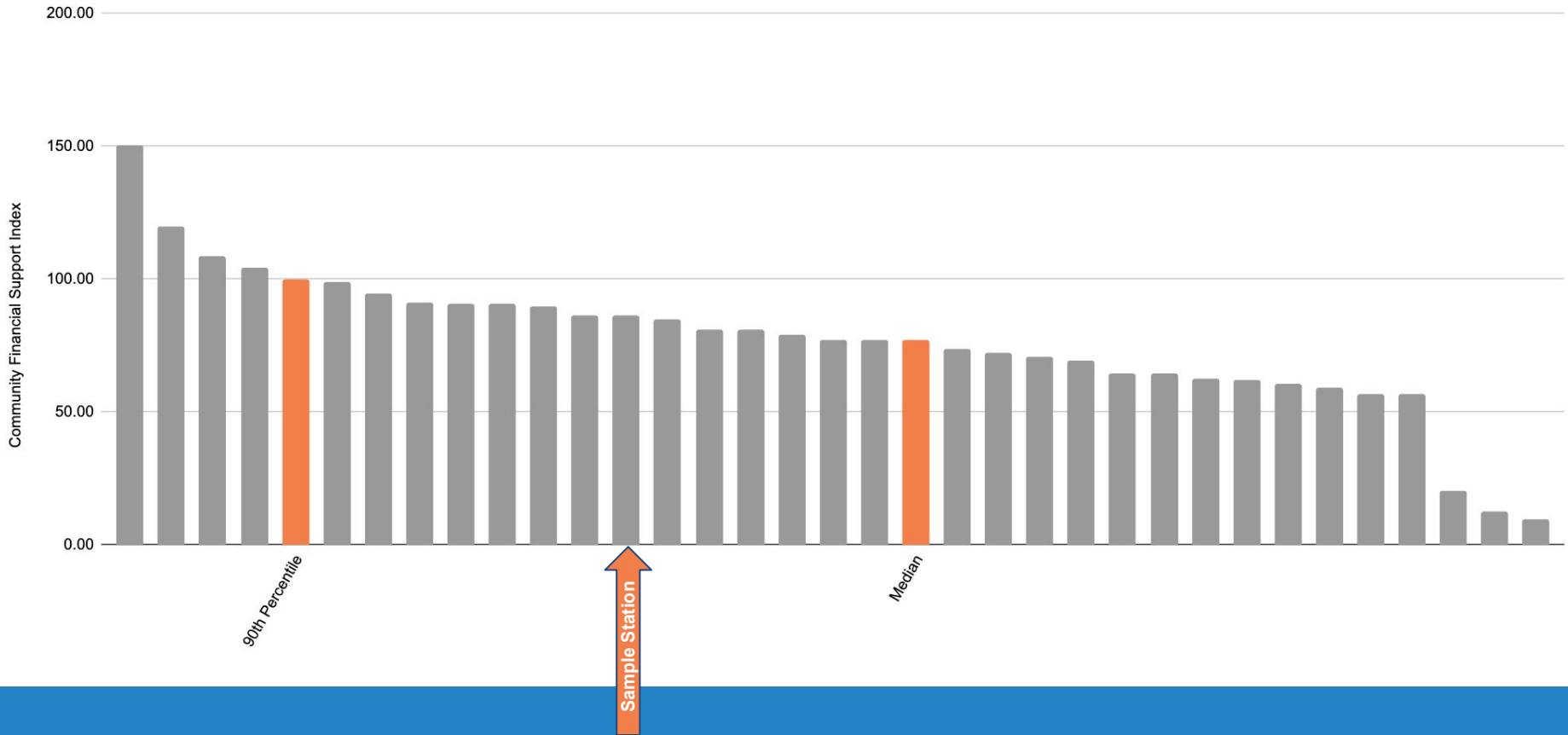


# **Community Financial Support Index (CFSI)**

The CFSI is the percentage of your station's operating expenses that are covered by your net fundraising revenue. Net fundraising revenue is gross fundraising revenue minus direct fundraising expenses. The CFSI reveals the extent to which your station is dependent on subsidies versus revenue from your community.

# Community Financial Support Index

The arrow indicates your station's performance in relation to the 90th percentile and median of all PPM participating stations.



# Community Financial Support Index

**CFSI for the Sample  
Station is 86 out of  
100.**

The sample station's  
audience sensitive revenue  
is less than the annual cost  
of serving one listener for  
one hour.



# Money Left on the Table

Based on Audience and Performing at the 90th Percentile

**\$1,030,809**

Membership (\$1-\$999)

**\$914,877**

Mid-Level & Major Giving (\$1,000+)

**\$1,201,782**

Corporate Support

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**\$3,147,468**

Total Money Left on the Table

# Benchmarks Contact Information

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