

Town Hall: Responding to Funding Threats

Presented by Greater Public Advisors

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Federal Funding Action Plan

Greater Public and M+R Strategic Services have put together a full campaign approach, including fundraising, advocacy, and public relations.

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Today's Agenda

Legislative Timeline

- Understand upcoming actions

Event-Based Planning

- Strategize for high-impact fundraising and advocacy moments.

Preparing for "Memo Day"

- A news spike is right around the corner.

Questions

- Your chance to get your questions answered directly by Greater Public advisors.

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Legislative Timeline

Memo Day

- Rescission memo delivered to Congress (expected on or shortly after April 28th)

Waiting Game

- 45 Congressional Days for a vote; clock can be accelerated or stretched.

House Vote

- Likely to happen before or around Memorial Day.

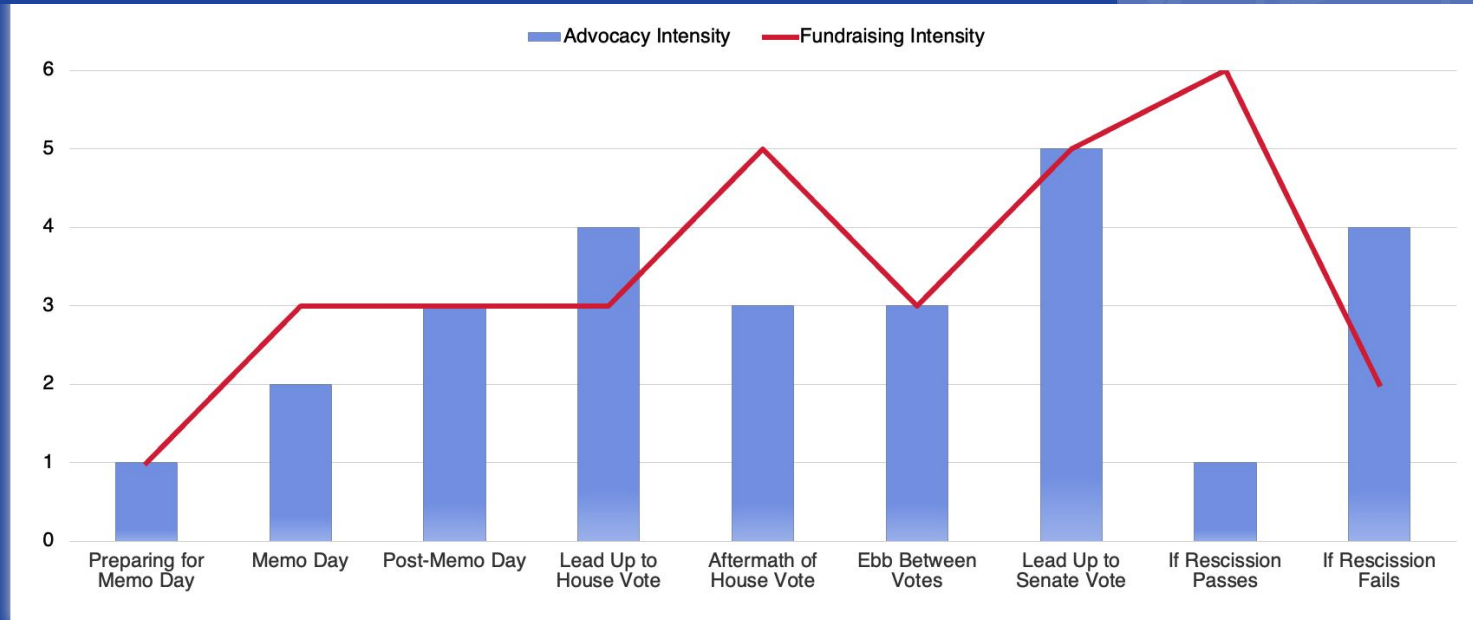
Senate Vote

- Funding rescinded if motion passes; otherwise, move on to budget reconciliation process.

Event-Based Planning

Make the most of fundraising, advocacy, and communications moments without overwhelming donors with civics processes or losing their interest by sensationalizing.

Event-Based Planning



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Understanding Different Levels of Fundraising

Level 2 (now)

1. Implement an engagement campaign reminding supporters of your mission.
2. Begin "soft ask" fundraising with low-pressure links in engagement content.
3. Draft emergency campaign emails, on-air scripts, and pre-approve content internally.

Understanding Different Levels of Fundraising

Level 3

1. Incorporate urgency language in all messages (e.g., “Federal funding is at risk. Act now to keep public media strong.”).
2. Launch emergency campaign immediately: email blasts, website presence, on-air pledge spots or liners.
3. Include sustainer upgrade asks in all channels.
4. Segment lists and use tailored messages to major and mid-level donors, offering 1:1 contact options or direct outreach from development staff &/or leadership.
5. Coordinate short-term campaigns (e.g., 48-hour challenge match) to capitalize on spike in attention.
6. Balance emergency asks with periodic advocacy calls-to-action to avoid burnout (e.g., one fundraising message followed by one advocacy alert).

Understanding Different Levels of Fundraising

Level 4

1. Escalate emergency campaign: repeat asks, update messaging to reflect recent votes.
2. Homepage/site takeover and targeted paid search ads.
3. Renew outreach to mid-level/major/planned giving donors with latest developments. Begin direct asks for these donors ideally for multi-year gift commitments.

Levels 5 and 6

Levels 5 (imminent threat) and 6 (funding is gone) will be discussed later.

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Member Resources

Available now:

- Talking Points for "Memo Day"
- Press Statements for "Memo Day"
- Email Copy for "Memo Day"
- FYE Email Copy
- Call Template for Major Donors
- Station Lobbying FAQs

Available tomorrow:

- This slide deck
- On-Air Scripts for "Memo Day"

Later this week:

- Social media materials
- More email copy for "Memo Day"

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greaterpublic.org/federalfunding

The background of the slide is a light blue-grey color, covered with a repeating pattern of small, faint icons. These icons include various media-related symbols such as microphones, headphones, 'ON AIR' signs, and television sets. The icons are arranged in a grid-like fashion, creating a textured, thematic background.

How can we help?

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Questions?

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