

END OF YEAR FUNDRAISING



LOUISVILLE
PUBLIC MEDIA

Anatomy of an Ask

WHY

- Value: Nonprofit news makes society better, makes your life better
- Financial: Funding comes from individuals

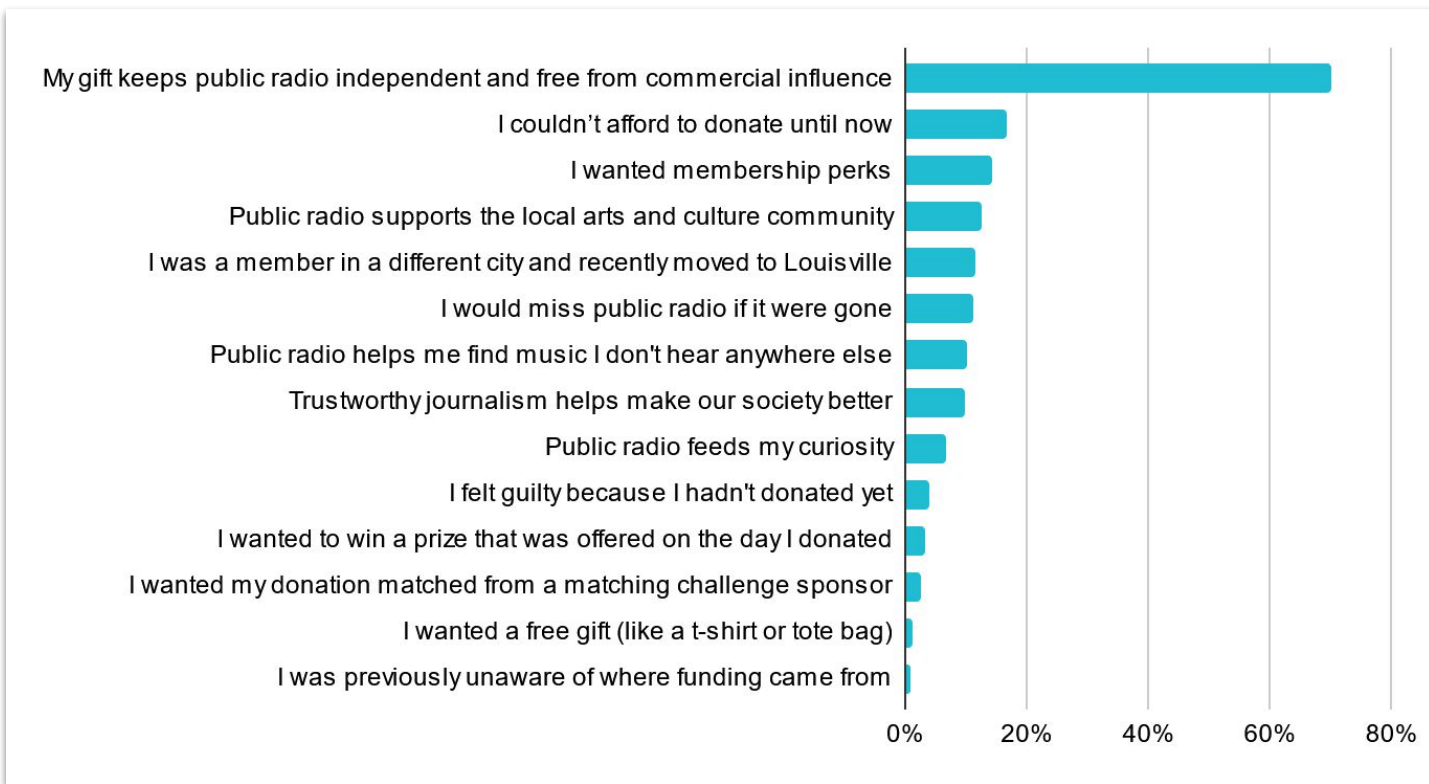
WHY ME

- Not just other people... I need to donate

WHY NOW

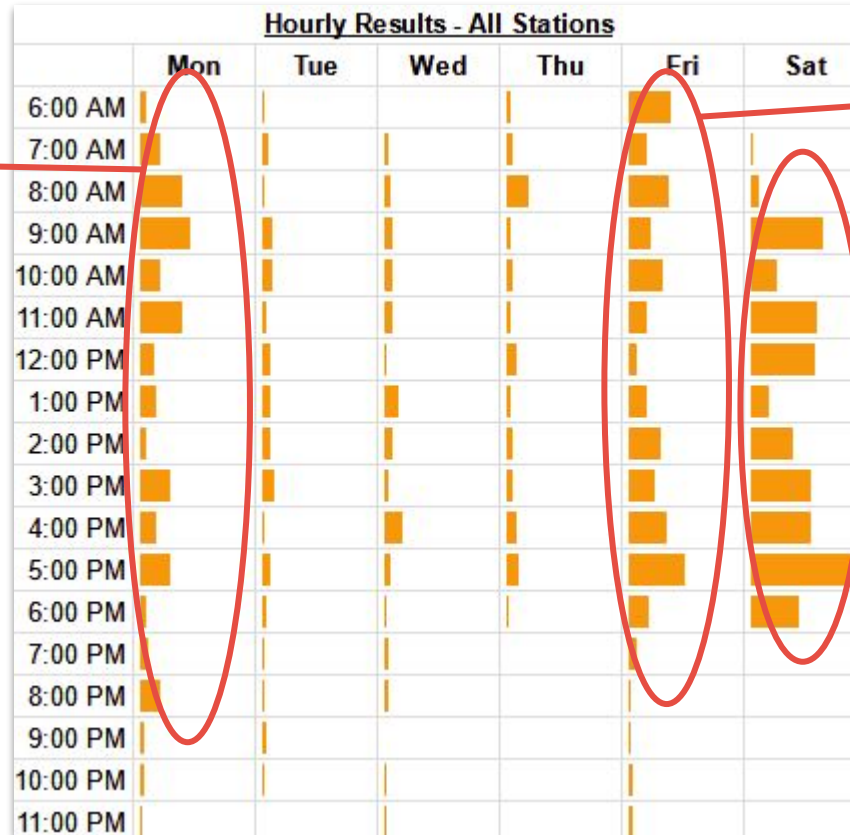
- Matching funds, premiums, sweepstakes, goals, deadlines

Why vs. When



Why vs. When

Monthly
Sustainer
Match



New
Member
Match

1:1 Match
for
Everyone

Matching Funds

Works for new donors, renewing donors, monthly increases and additional gifts.

Use them at the beginning and end of a campaign. They work best in tandem with a deadline.

Sources: NewsMatch, foundations, business sponsors, major donors, board of directors, additional gifts from current donors.

Premiums

- Only available for short periods of time
- 19% of eligible donors requested a free gift
- Use leftovers for monthly donor stewardship
- 16% of monthly donors requested a gift
- Max spend on premium = 1 month donation
- Fulfillment is great for volunteer engagement
- Spend \$5,000 to raise \$60,000
- First-time donors get a discount!



Gift of Membership

Ask current donors to give a donation on behalf of a friend/family member.

Recipient gets perks for a year + a premium.

Tech can simplify notifying the recipient and allowing the recipient to pick their own free gift.

Ask recipients to renew 12 months later.

43 new members per year for us.



Acquisition + Increases

December campaigns often focus on LYBUNT and single payment gifts.

December is also a great time to focus on **acquisition** *and* **monthly** donors.

Retention:

- Monthly Sustainers: 90%
- Single Pay Donors: 59%
- New Donors: 63% (1x + monthly)



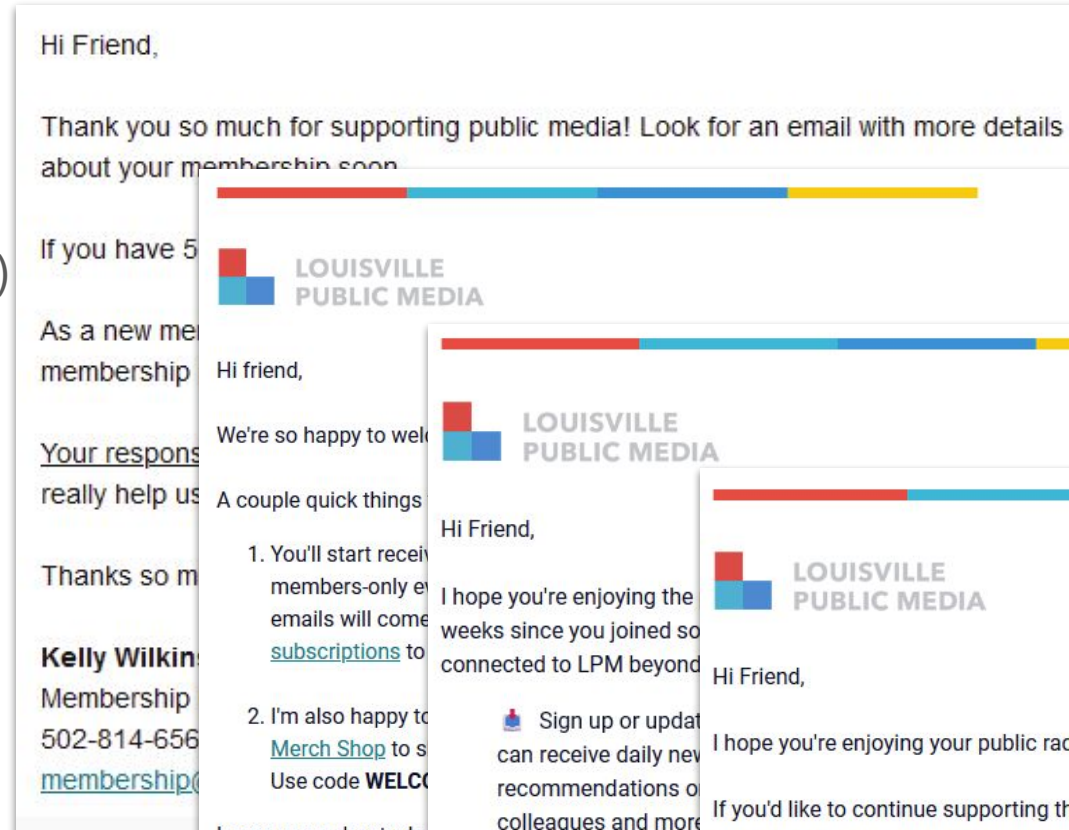
Post Campaign Follow Up

New donor welcome series

1. Survey
2. Perks (1 day later)
3. Social/newsletters (10 days later)
4. Become a Sustainer (90 days later)

60% open rate!

9% click rate!





Good Luck
this Year-end!



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