ALEX. CITY

Our Values

Justice. We hold ourselves accountable for our role in advancing a fully equitable democracy that works to overturn systems of oppression and lead to liberation.

Honesty. We acknowledge hard truths and always uphold journalistic principles of transparency, fairness and accuracy.

Openness. We value imagination that finds different and better solutions to problems, grounded within affected communities.

Humanity. We recognize the voices and experiences of marginalized communities by centering their dignity in how we work, what stories we tell, who we publish.

Connection. We believe collaboration is a superpower that inspires and fuels change, and we offer space for new ideas to flourish and diverse partners to connect with each other.



2023

65%

²⁰²¹ **52%**

2020 40%

68%

NEXT CITY STORIES IN 2023 WERE BY WRITERS OF COLOR.

Our Staffing

NEXT CITY

Everyone's Involved



BOARD MEMBERS

- Encouraged to use their annual give-get toward a matching fund.
- Board announces a limited-time match on Giving Tuesday.
- Leading by example + creating urgency.

Personalized appeal pages for board members >

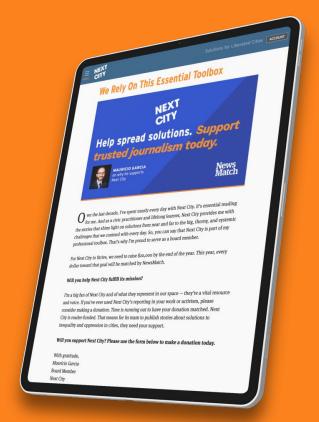


Next City provides me with the stories that shine light on solutions from near and far to the big, thorny, and systemic challenges that we contend with every day. So, you can say that Next City is part of my professional toolbox.

> That's why I'm proud to serve as a board member."

> > Mauricio Garcia UnidosUS





Giving Tuesday Email Schedule

Dear Next City Reader, I'm writing to you because you're among our most dedicated readers. You requirely I'm wanng to you because you're anong our most described readers. You regularly cared our journalism, And, on behalf of Next City, I'm asking for your support on this Dear Next City Reader, Cavang 1 uescay, Your <u>scrimans to resit usly</u> any merey a communion; is a satement that you stand for equity, for inclusion, for the betterment of our We cannot do this alone — the truth is, we need you. 10 Next City isn't merely a contribution; it's a Our journalism shines a light on unsung heroes and tr reshaping cities and lives. Your support will ensure th Imagine a world where every voice is heard and where every community thrives. ninguese a route mone every vocas a mutu and when every community times.

This world fair just a determ; its a possibility, a reality that you, as an integral part of to be told. to raise \$3,000 on Giving Tuesday, then each de But, let's face it — the journey lant easy. You know too well the adversaries we face Tomorrow is Giving Tuesday, and now, more than evi special partners: NewsMatch, Independence P Dear Next City Reader, status quo ought no longer be acceptable. Next City h Dus, set a size it — the pountry and easy: Tou know so weet the anyersanes we lat-logether; entrenched bureaucracies, outdated systems, and societal structures and to even longer, our leaders have said Next City board. Ogener: entrenched bureaucracies, outdated systems, and societal structures designed to divide and diminish. These challenges are real, and they can sometimes change. Today, in everything from our politics to our c designar to circute and deminist. These trianenges are rea, and ney can somewheel make you leel isolated in your pursuit of a better world, fet, you perset, fueled by the change, wasy, a everything norm our powers to our t physital moment when action in cities cannot be desir As a Next City reader, you are already taking resp. As a next Uny review, you are aneady taxing tempo systems you are part of matter, and you are commi That's where Next City steps in. We are your ally. Our stories aren't just stories systems you are part of matter, and you are commit are 45,000 people like you subscribed to Next City So if our readers pitch in \$3,000 right now, th they are affirmations that change is underway. Our journalists provide you with are 45,550 people are you subscribed to year oil different capacity to give, but every donation, no n in support. A gift like this will empower Next (inspiration, but also with the insights and information necessary to feel charge that movement for positive change. brings about more equitable and inclusive communities. Next City is a reflection of our readers. You create a better world is what we depend o We know you have multiple worthy organizations asking for your supr collective movement that insists on a just

With gratitude,

Monday, 5 p.m.

Announcing a Special Opportunity

Tuesday, 9 a.m.

Will You Help Unlock This Matching Gift?

Tuesday, 4:45 p.m. to top contact rating We Need You Now More Than Ever

Most Clicks

Everyone's Involved

REPORTERS & EDITORS

- Everyone invited to pen a personal letter to readers asking for their support.
- Freelance contractors are also invited.
- These are our highest-performing asks.





Next City publishes stories like mine that tap into a sense of hope and possibility....

I had a story about TikTok, microtransit and taking the bus that I wanted to write but didn't know where to pitch. Who would want to publish something so niche? Long story short, that moonshot idea became 'Adam Conover Ruins Car Culture, my first story for Next City."

Maylin Tu Equitable Cities Reporting Fellow





From: Lucas at Next City < lucas@nextcity.org>

Subject line

Fwd: You Care As Much As We Do

Hi there, Next City Reader,

I'm hoping you saw Maylin's email the other day. I've highlighted it below. As we approach the end of the year, your support becomes even more crucial to sustaining Next City's vital work. Could you please consider contributing before the year-end deadline?

With gratitude, Lucas

Executive Director, Next City

Connect with me: Threads I LinkedIn I Donate

----- Forwarded message ------

From: Maylin at Next City <newsletter@nextcity.org>

Date: Wed, Dec 27, 2023 at 1 PM Subject: You Care As Much As We Do

Sent to transportation newsletter subs who had not yet donated



Everyone's Involved



OUR READERS

- Each year, Next City selects a cohort of super readers to join our Vanguard conference.
- We experimented with a Vanguard class competition that was high-effort, \$6K raised.
- Vanguard testimonials had low return when sent to the full list.



Q. Please rank these messages based on which most resonates on why you would consider donating to Next City.

I want to be more informed on issues that matter.

Quality news about cities is critical to our democracy.

I want to help spread solutions from one city to the next.

I want to get important journalism about solutions.

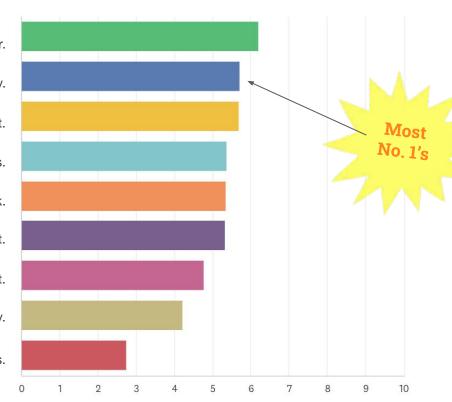
I want information that helps me do my work.

I want to keep the news organization independent and nonprofit.

I want to support the causes I care about.

I want to keep access to journalism free for those who can't pay.

I want to connect with my favorite journalists and thought leaders.



Democracy Messaging Ads



0.17% CTR



0.1% CTR

Click-through rates
were more than twice as high on
democracy-themed ads compared
with 20th anniversary ads
or matching-gift ads.

Getting The Message Out



- Modal pop-up
- Progress bar
- Fundraising messages at bottom of articles
- Banner ads
- Notes on top of daily newsletters
- Social media
- Personalized appeal pages
- Email, email, email





E NEXT	Solutions for Liberated Cities Login					
	Cities need you. Support Next 0	City and have your gift matched. DONATE				
\$9,606	\$12,746 MATCHED	\$50,000 GOAL				

SOLUTIONS OF YEAR.

FESTIVAL & MAGAZINE

PRESENTED BY



One Big Event



- Virtual festival runs November 12-15.
- Magazines mail on January 2.
- To get a copy of the Solutions of the Year special issue, donate before year's end.
- Advertising covers the costs of printing, mailing and speakers' fees.



By the Metrics



	# Emails Asks	# Email Promos	Total Emails	# Donors	# Sustainers	# Gifts	\$ Raised
2023	10	11	21	793	543	1293	\$35,414.26
2022	24	3	27	712	429	1100	\$37,253.97
2021	24	16	40	826	258	1051	\$46,554.96
2020	22	18	40	1018	237	1317	\$47,597.92
2019	16	10	26	844	231	1084	\$36,353.82
2018	22	13	35	798	222	994	\$35,882.69
2017	12	-	12	444	224	578	\$38,495.92

By the Metrics



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	Retention %	# Donors	Retained Donors	Not Retained	Avg. Per Donor	# Gifts	Total Raised
2023	55%	1934	939	995	\$64.49	6765	\$124,730.68
2022	35%	1710	819	891	\$62.09	4702	\$106,179.85
2021	32%	2359	920	1439	\$48.57	4686	\$114,571.78
2020	43%	2850	997	1853	\$41.68	5457	\$118,797.95
2019	55%	2302	859	1443	\$42.51	4464	\$97,858.46
2018	58%	1558	834	724	\$52.84	3148	\$82,329.47
2017	55%	1433	983	450	\$59.60	2988	\$85,412.57

Go Deeper >>

Download this podcast episode from THE BUSINESS OF CONTENT

Contact Me @lucasgrindley lucas@nextcity.org



