

**NEXT
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.

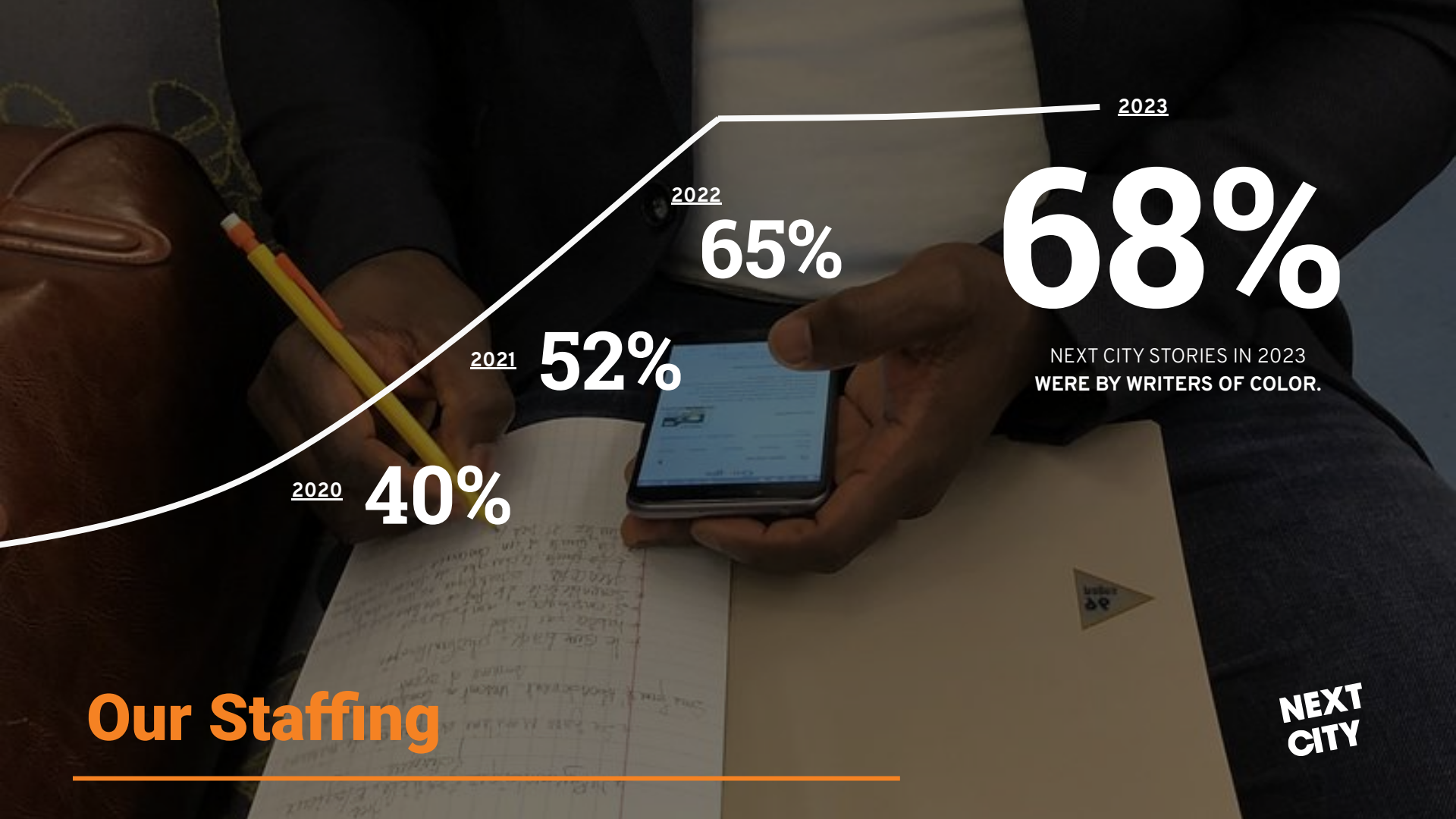
Honesty. We acknowledge hard truths and always uphold journalistic principles of transparency, fairness and accuracy.

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.





2020

40%

2021

52%

2022

65%

2023

68%

NEXT CITY STORIES IN 2023
WERE BY WRITERS OF COLOR.

Our Staffing

**NEXT
CITY**

Everyone's Involved

NEXT
CITY

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



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**

**Biggest
Click Rate**

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



51.7%
Open rate

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

Subject line

Fwd: You Care As Much As We Do

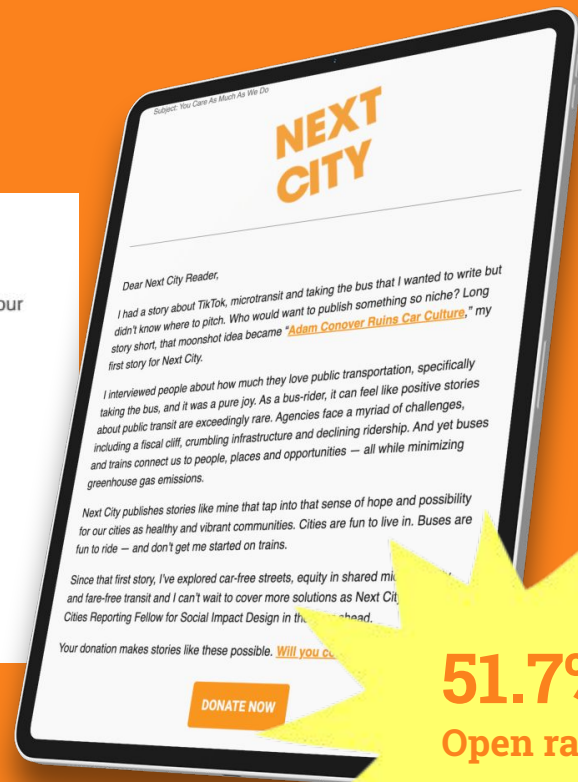
Hi there, Next City Reader,

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](#) | [LinkedIn](#) | [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

51.7%
Open rate

Everyone's Involved

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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.



Democracy Messaging Ads



0.17%
CTR



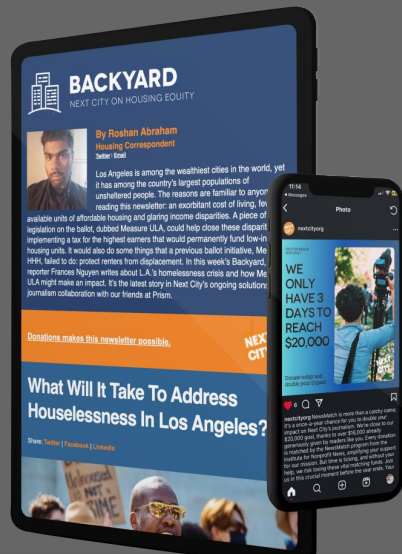
0.1%
CTR

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

NEXT
CITY

- 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



+ One Big Event!

 MENU **NEXT CITY** Solutions for Liberated Cities [LOGIN](#)

Cities need you. Support Next City and have your gift matched. [DONATE](#)

\$9,606	\$12,746 MATCHED	\$50,000 GOAL
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SOLUTIONS
OF
THE YEAR

FESTIVAL & MAGAZINE

PRESENTED BY

**NEXT
CITY**

One Big Event

NEXT
CITY

- 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

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	# 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 >>

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THE BUSINESS OF CONTENT

Contact Me

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