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# Successful Internet Strategies in Public Broadcasting Stations

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# What We Will Cover Today

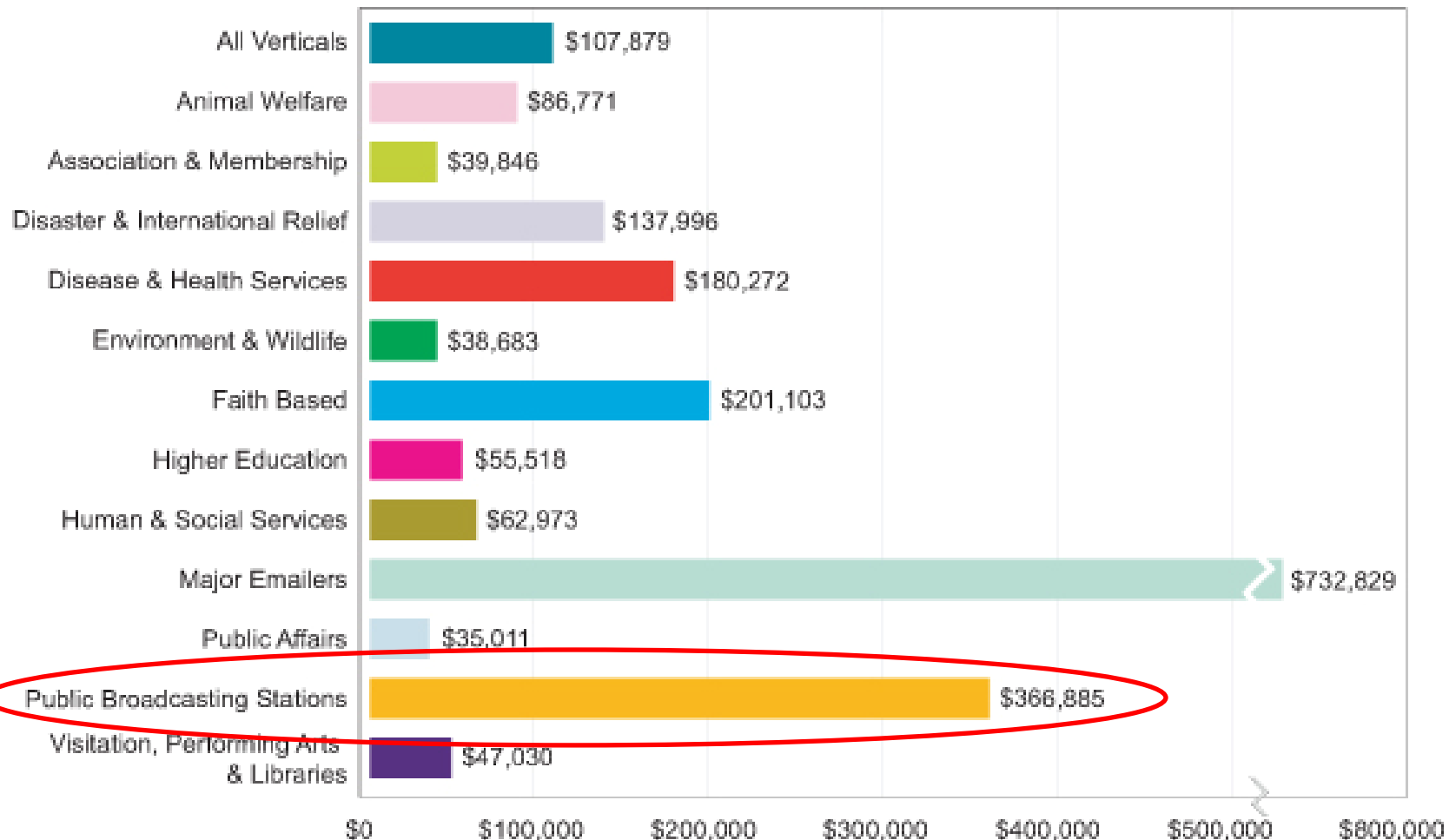
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- Online fundraising context for public broadcasting groups
- Case studies and best practice insights from two leading stations
- How Convio can help your organization

# PBS Benchmarks: Online Fundraising

## Online Revenue (Fundraising) by Vertical

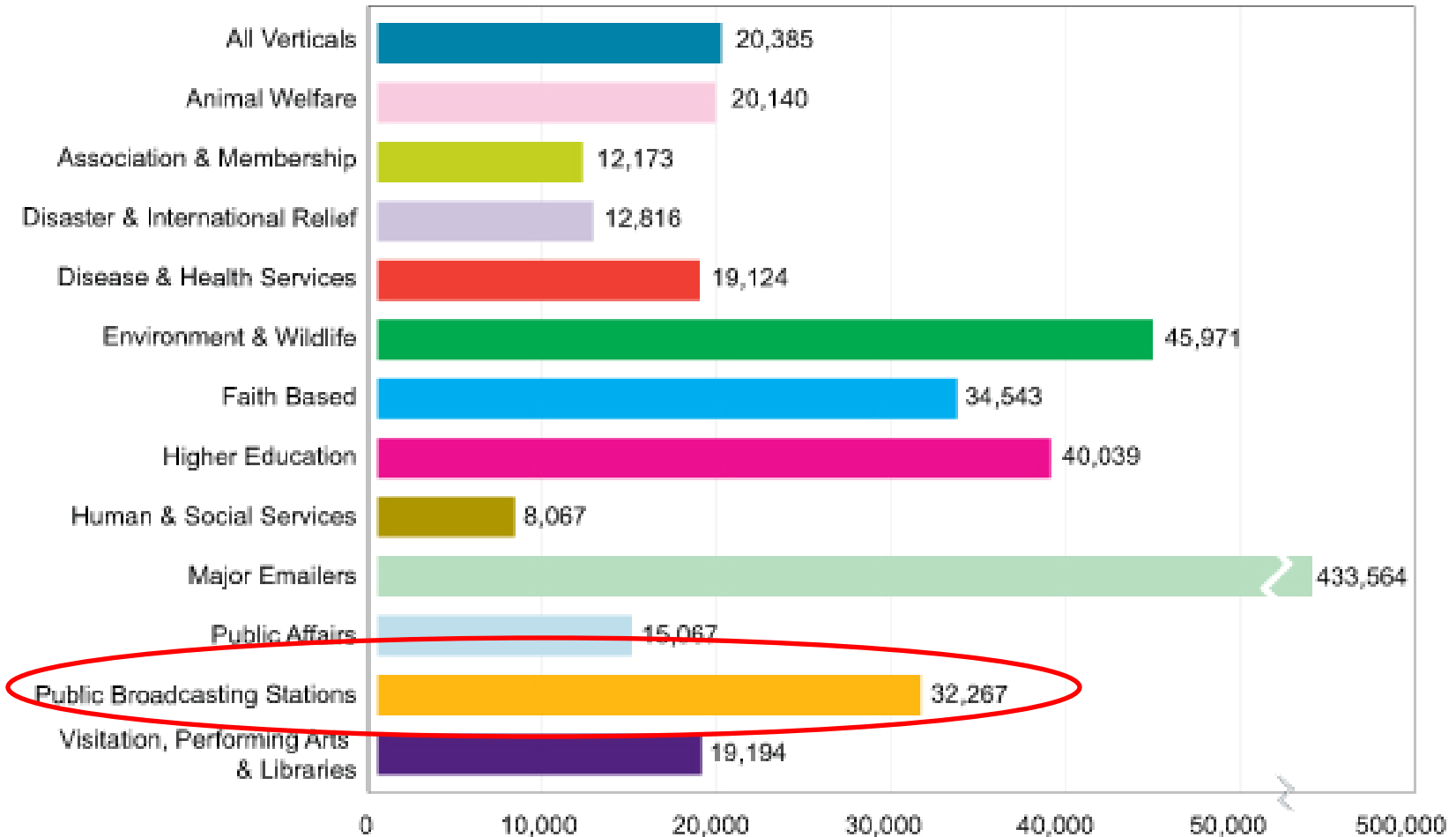
Median Total Revenue for July 2006 - June 2007, n = 327



Source: 2008 Convio Online Marketing Nonprofit Benchmark Index™ Study

# PBS Benchmarks: Email File

**Total Email File Size by Vertical**  
Median Housefile Size as of June 30, 2007, n = 419



Source: 2008 Convio Online Marketing Nonprofit Benchmark Index™ Study

# Key Online Success Strategies Discussed

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- Using multiple email messages in sequence
- Segmentation by affinity
- Fundraising via micro campaigns
- Deploying a member center
- Integrated multi-channel marketing
- A/B split cell testing

# Case Study: WGBH

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# About WGBH

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- Mature giving programs in place
- Team of 3 supporting online fundraising and relationship building efforts
- Fundraising online in 1998. Custom online fundraising forms until 2006.
- \$1.3M online in FY07, on track for \$1.6M in FY08
  - ▶ Represents 6% of total annual giving.
- 153,000 email addresses
- 160,000 active members

# After Years With Our Custom Solution...

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- Reached a plateau and could not push ahead
- Struggling to increase revenue and size of lists
- Cost to maintain custom tools was too great
- Time consuming to update online forms



# Online Pledge Before Convio

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- Reliant on technologist
- Only one donation form
- Delayed revenue and updating of donor data
- Delayed reporting
- Donating online did not create a site registration
- Only 70% of gifts were charged; 30% send a bill
- Only one way to present thank-you gifts

# Online pledge with Convio

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- Real-time gift processing
  - ▶ 100% fulfillment, up from 92%
- Flexible presentation of campaigns
- Donating creates an online account for member, allowing easier profile updating
- Can offer a wider array of thank-you gifts in addition to our more targeted campaigns

# Online Fundraising

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- Significant increase in online revenue growth rate
  - ▶ 16% revenue increase in year one
  - ▶ On track for 24% growth
  - ▶ Up from average yearly growth 1%-6%.
- Significant growth in email file
  - ▶ 153,000 email addresses in FY07
  - ▶ Up from 70,000 in FY06
- Increase in email penetration for members
  - ▶ 160,000 active members
  - ▶ Usable email addresses for 46%
  - ▶ Up from 30% in FY06

# Online Fundraising

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**Success is primarily due to our ability to more fully integrate our campaigns**

- On-air driving more donors to Web now that online can support the on-air special offers
- We can now provide consistent messaging across channels and customize the entire experience for each campaign

# E-Renewals and E-Solicitations

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**FY07 ended at 46% over goal and 73% over FY06**

## Prior to Convio

- Two affinity group messages each month pointing to same donation page
- No follow-up messages after initial e-renewal send
- Focused on mission-oriented message, highlighting timely issues and programs

# End of Fiscal Year Messages

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## August 2006

- 6 messages to general affinity groups: TV and radio
- No follow-up messages
- 317 gifts
- Avg. gift \$87

## August 2007

- 10 messages to targeted affinity groups
- 2 follow up messages
- 502 gifts
- Avg. gift \$133

# Follow Up Messages in August

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- Message sent on 8/3/07 = 30 gifts
- Follow up sent on 8/8/07 = 15 more gifts
- Message sent on 8/27/07 = 198 gifts
- Message sent on 8/30/07 = 142 more gifts



**Average 68% increase in number of gifts**

# Timing of Messages

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- Supporting radio on-air power hours and pledge - send message day before with matching offer; send reminder to pledge at end of drive
- Supporting TV pledge - highlighting top thank-you gifts during pledge
- Supporting direct mail - timed to receive once mail has reached homes



# Current E-Solicitation Strategy

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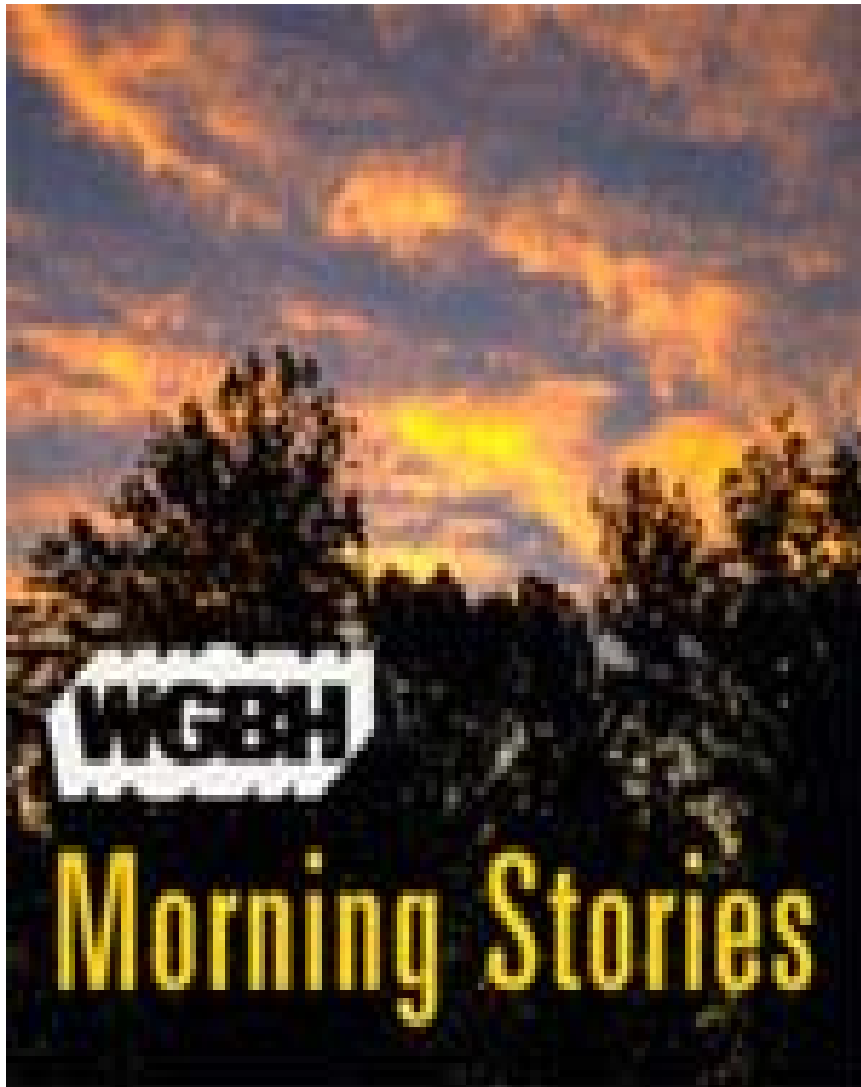
- Test and refine affinity groups, challenging our past assumptions
- Test timing of messages: send when direct mail response begins to slow
- Increase participation with special targeted offers
- Get noticed in the inbox
- Increase conversion rate (click-through to donation)

# Two Time-Tested Techniques

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- Very timely gift, with a sense of urgency
- Our end-of-year and end-of-fiscal year e-renewals, and e-solicitations continually outperform other months
- Time-limited corporate or member match
- Lifts conversion rate an average of 10+ percentage points

# Online Fundraising: Micro-campaigns



- Now have flexibility to easily set up micro-campaigns - set up in under a day
- Started one to support a WGBH podcast - a tip jar approach. It has raised more than \$3,000 in the last 18 months

# Online Fundraising: Box Office

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- Ticket sales using Convio ecommerce module
- Donors can select quantity - no need to create multiple packages
- Thank-you page and confirmation email include special event details
- Most importantly - inventory management allows us to create special limited offers online and more efficient use of staff time



**Ticket sales doubled using Convio. Now 5% of pledge**

# Email Before Convio

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- Staff needed to know HTML to create an HTML message
- Email system had little customization ability
- No integration with other systems
- Sign up could happen on only ONE form
- Difficult to manage preferences
- Recipients could not easily update contact information
- Email addresses for 30% of members
- 70K total usable email addresses

# Email after Convio

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- Sign up can happen in multiple places, increasing the size of our list
  - ▶ Grown from 70K to 153K
  - ▶ 30% of member file to 46%
- More staff can create HTML emails
- Customize content based on interest
- Seen an increase in members updating their profile and managing their own account
  - ▶ Fewer phone calls and email complaints to customer service

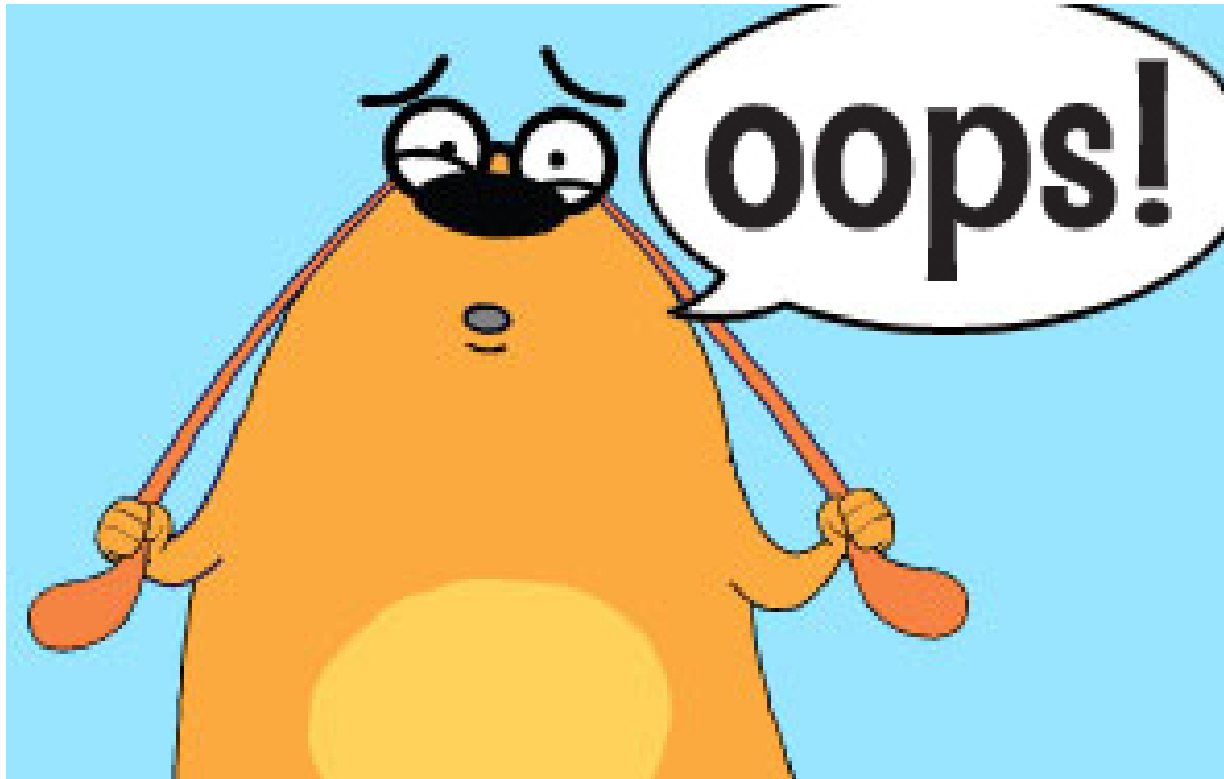
# Challenges

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- Design limitations, such as page width requirements so the applications will display properly
- Operational challenges: more integration means managing more data
- All the automation offered can mean that some features may not work exactly as you would like them to

# Once Upon a Time...

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**WGBH was blacklisted by AOL**



# Summary: Benefits of Convio

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- Improved email deliverability
- Greater ability to identify, differentiate, interact, and customize
- Improved workflow and more flexibility
- Maintenance and support
- Integration and automation
- Customer analysis and reporting

# Case Study: HoustonPBS

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- Membership program
  - ▶ 43,000 active members
  - ▶ \$4.4 Million raised per year
  - ▶ Approx 850,000 mail pieces per year
  - ▶ Approx. 1,900,000 emails sent per year
- Significant growth since joining Convio in 2000
  - ▶ 2000 – 1,200 emails on file - \$0 raised
  - ▶ 2008 – 48,379 emails on file - \$453,076 raised
    - 52% emails of active members acquired
    - 11% of overall membership revenue
  - ▶ **Just one full time employee focused on eFundraising**

# Integrated Approach

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- Messaging consistency
  - ▶ Multi-channel donors provide much greater value to HoustonPBS when compared to single channels
- Data integration
  - ▶ Convio Connector – real-time Web services
- Back-office efficiency
  - ▶ Minimal resources spent on eFundraising – high ROI
  - ▶ Eliminating single-point failure
- Tracking and testing
  - ▶ Flexible source codes
  - ▶ Reporting

# Integrated Approach

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- Direct mail and Web/Email
  - ▶ Email follow up – Ask Strings
  - ▶ Home page promotions
  
- On-Air and Web/Email
  - ▶ Featured gifts
  - ▶ Tune-in Emails
    - personality & tone
    - Audience – users and community groups
  - ▶ Additional Amount ask

# Personalized Content

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- MyHoustonPBS – member only website
  - ▶ Special benefit for our active members
  - ▶ Content not available elsewhere
    - MyTVSchedule
    - eGuide
    - Expiration Date and renewal options
  - ▶ All driven by available data from within and from outside of Convio

# Personalized Content

the channel that changes you<sup>®</sup> CHANNEL 8

WHAT'S ON TV | EVENTS | EDUCATION & OUTREACH | MEMBER ADVANTAGES | SPONSORSHIP | ABOUT US | SHOP HOUSTONPBS | HOUSTONPBS PRODUCTIONS | KIDS

HoustonPBS

MyHoustonPBS Home

give now

SEARCH

EDIT MY PROFILE

Welcome back: Michal Heiplik\_Admin

logout

HELP

the connection

TEXAS DONOR 28 DONATE YOUR CAR TO HOUSTONPBS

MyHoustonPBS Home

You are here: MyHoustonPBS  [Print Version](#)

### My TV Schedule

Look what we've got for you, our treasured members! Now, you can browse our TV schedule online and customize your experience to set up email reminders for your favorite programs and more!

[View MyTV Schedule](#)

### Exclusive Features

[The Winter Season on PBS!](#)  
Get a glimpse of what's coming up this season on HoustonPBS.

[Motorweek Car of the Month](#)  
2006 Honda Ridgeline

[Touching the Void](#)  
Learn about the making of this documentary from the edge.

[Person, Place, or Thing? Guess what's new at This Old House!](#)  
The 25th anniversary season brings a surprise addition!

[Masterpiece Theatre: The Lost Prince](#)  
An interview with writer/director Stephen Poliakoff.

[Extreme Oil](#)  
Q&A with Producer/Writer William Cran

### Member Center

Welcome Michal!

**Your Membership Expires**

Jun 15, 2005

**Your Membership will expire in 90 days! [Click here](#) to renew your support of HoustonPBS!**

### This Month's Member Benefit Partner

- Houston Museum of Natural Science -- April
- The Cynthia Woods Mitchell Pavilion -- May

[Get more information about your member benefits by clicking here.](#)

### The eGuide

**Download Your eGuide Here!**

**Instructions:**  
[Right-click here then choose "Save Target As..." to download the May issue of The eGuide](#), a 180 KB PDF file. (*Mac users:* click and hold down the mouse button, choose "Download Link to Disk.")

## REQUEST FOR ACCESS FORM

### ATTENTION CURRENT MEMBERS...

If you are seeing this instead of the *MyHoustonPBS* homepage and you are a **current HoustonPBS member**, [please click here to request access](#).

**L**et us introduce you to *MyHoustonPBS*, an exciting new area of our website created just for our members! Here you will find exclusive content found nowhere else on [www.houstonpbs.org](http://www.houstonpbs.org). Check out some of the features you'll encounter during your online membership experience:

- **MyTV Schedule:** Customizable primetime program schedule with an email reminder.
- **The eGuide:** Complete monthly listings and more in a convenient, printable PDF.
- **Message/Discussion Boards:** This is your chance to connect with other members and share your thoughts about programs that move you.
- **the connection Audience Search:** Become an audience member during *the connection* tour of our station.
- **The British TV Club:** Packed full of fun and interesting information for British television.
- **Recipes:** You'll find recipes to some of the dishes you see prepared on cooking shows like *Jane Butel's Southwestern Kitchen*.

And there's much, much more.

**Want a peek inside?** Take a look at these screenshots to get a sneak peek of what awaits you.



[MyHoustonPBS](#)



[Exclusive Features](#)



[Recipes](#)

[British TV Club](#)

### MYHOUSTONPBS INSTANT ACCESS REQUEST FORM

Please verify the following information and make any necessary updates then click the **"submit"** button to gain access to our members only area, *MyHoustonPBS*.

\*1. Please verify your user information.

	First Name	Middle Name	Last Name
* Name:	<input type="text" value="Michal"/>	<input type="text"/>	<input type="text" value="Heiplik_Admin"/>
* Email:	<input type="text" value="mihei@hotmail.com"/>		
* Street 1:	<input type="text" value="2801 Rolido #70"/>		
Street 2:	<input type="text"/>		
	City	State / Province	ZIP / Postal Code
* City/State/ZIP:	<input type="text" value="Houston"/>	<input type="text" value="TX"/>	<input type="text" value="77063-4369"/>
* Country:	<input type="text" value="United States"/>		

2. What is your HoustonPBS member number? (optional)

(Maximum response 255 chars, approx. 5 rows of text)







**Ms. Jane A. Sample**  
**Thank you again for joining HoustonPBS and being a generous supporter.**

**A**

Please take a moment to renew your support for another year.  
Stay with us as a partner who makes more great programs possible on Channel 8.

Dear Ms. Sample:

Your support as a member of HoustonPBS means a great deal to the station and all the viewers who share your commitment to public broadcasting. New members like you provide revenue that helps us keep pace with the growing cost of programs.

But it's very important to the station that you renew your membership for another year. When you stay with HoustonPBS as a member from year to year, you're helping us improve lives and affect change for everyone in our area. If we can count on you, we can plan for a complete schedule of the programs you want to see.

Please take a moment to confirm your renewal and mail your contribution with your renewal form.

As you choose your gift amount, please consider increasing your support this year. We truly appreciate your last gift of \$**000**. If you can increase your membership to \$**000** or \$**000**, you will help us be an even more valuable resource for the entire community.

**Key:**

A. Direct  
Mail

B. E-mail



**Mr. Bloom, thank you again for your generous support.**

**B**

[Click here to renew  
your membership](#)


Dear Mr. Bloom:

Your support as a member of HoustonPBS means a great deal to the station and all the viewers who share your commitment to public broadcasting.

[That's why we'd like to renew your membership.](#)

We truly appreciate your last gift of \$5.00. If you can increase your membership to [\\$30.00](#) or [\\$40.00](#), you will help us be even more valuable to the community.

# Customized Email Content

From:  HoustonPBS [memberservices@houstonpbs.org]  
To: hit1@houstonpbs.org  
Cc:  
Subject: Time to Renew Your Membership



Dear Michal,

Nearly a year ago, you were kind enough to make a gift of \$40.00 to support HoustonPBS. Now, as your annual membership comes up again for renewal, I'm writing for two reasons.

First, to express my heartfelt thanks for your ongoing generosity.

Second, to remind you that it's time to renew your membership!

By renewing now, you'll continue to have access to MyHoustonPBS -- our exclusive "member only" online service -- which includes access to The eGuide, My TV Schedule, recipes, community discussion boards, British TV Club, and much more.

[RENEW NOW!](#)

Your Membership Expiration Date Is:  
Jul 15, 2005

So please, visit our secure website and renew your membership online today!

Sincerely,

John Hesse  
General Manager

P.S. If you would prefer to mail in your payment, please make your check out to "ACT" and send it to: Association for Community Television, P.O. Box 4415, Houston, TX 77210-4415.

From:  HoustonPBS [memberservices@houstonpbs.org]  
To: hit1\_p@houstonpbs.org  
Cc:  
Subject: Time to Renew Your Membership



*The Producer's Society*

Dear Michal,

Nearly a year ago, you were kind enough to make a generous gift of \$40.00 to support HoustonPBS. Now, as your annual Producer's Society membership comes up again for renewal, I'm writing for two reasons.

First, to express my heartfelt thanks for your ongoing generosity.

Second, to remind you that it's time to renew your membership!

By renewing now, you'll continue to have access to MyHoustonPBS -- our exclusive "member only" online service -- which includes access to The eGuide, My TV Schedule, recipes, community discussion boards, British TV Club, and much more.

[RENEW NOW!](#)

Your Membership Expiration Date Is:  
Jul 15, 2005

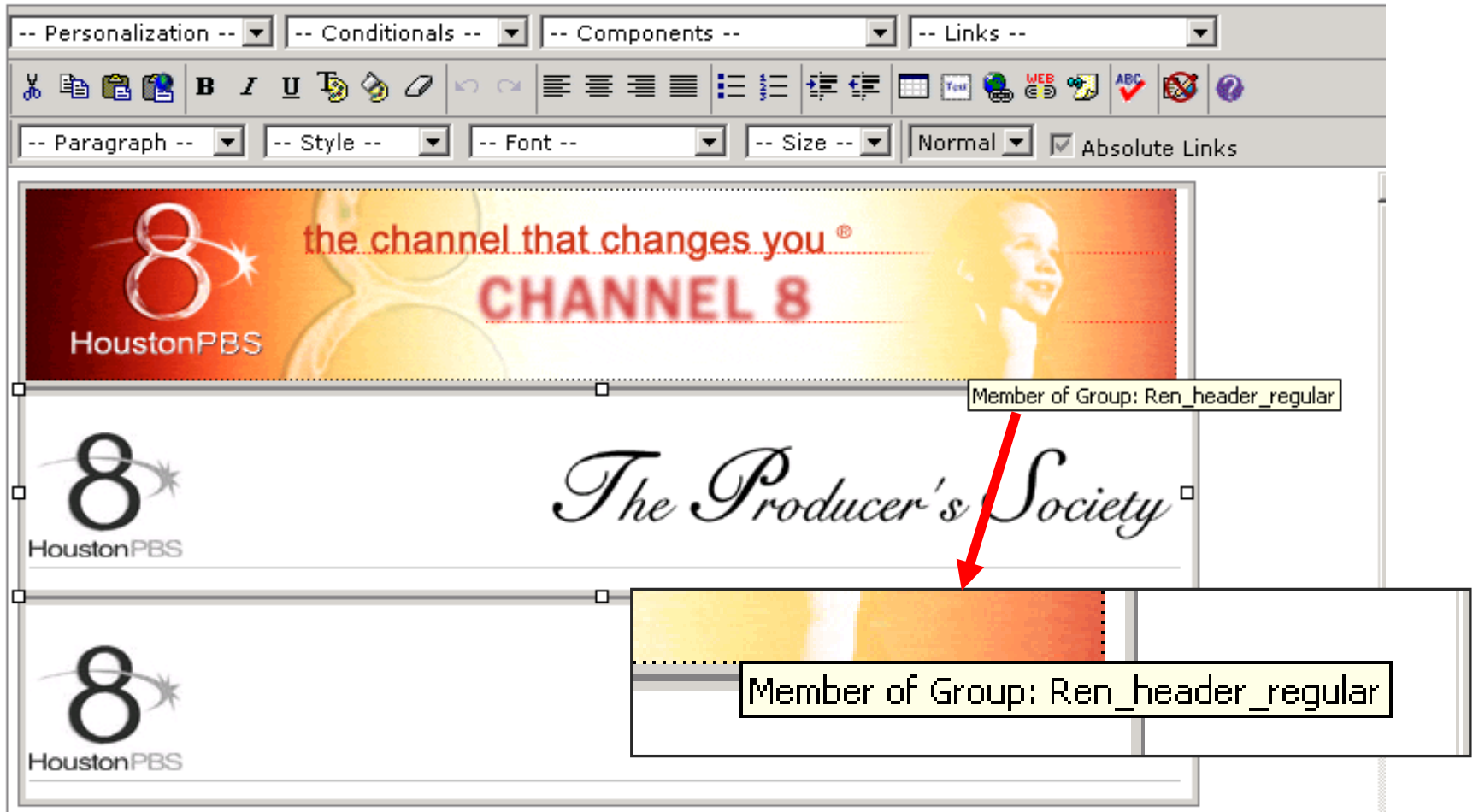
So please, visit our secure website and renew your Producer's Society membership online today!

Sincerely,

John Hesse  
General Manager

P.S. If you would prefer to mail in your payment, please make your check out to "ACT" and send it to: Association for Community Television, P.O. Box 4415, Houston, TX 77210-4415.

# Customized Email Content



⇒ Group membership determines the message

# Test, Test, Test

- A/B splits
- Subject line testing

4 Reasons to Renew as a Member



Did you receive  
your name and  
address labels? >>



Mr. Heiplik\_Administrator  
HoustonPBS  
Supporter

Enjoy HoustonPBS MemberPERKS again

Dear Mr. Heiplik\_Admin

I want to thank you for  
address labels we rece  
appreciation.

We've taken the liberty  
member. This action im



Did you receive  
your name and  
address labels? >>



Mr. Heiplik\_Administrator  
HoustonPBS  
Supporter

Dear Mr. Heiplik\_Administrator,

I want to thank you for your past support. The name and  
address labels we recently sent you are a small gift to show our  
appreciation.

We've taken the liberty of re-enrolling you as a temporary

I'd like to renew my  
membership today.



# Test, Test, Test

- Reporting that supports more tests
  - ▶ Convio Report Writer

Campaign	Subject	Variant	Sent (#)	Opened (#)	Open (%)	Donations (\$)
Add Gift	Help HoustonPBS face the challenges ahead	Original Message	1734	331	19%	<b>\$915</b>
Add Gift	Your New HoustonPBS MemberPERKS	Subject B	1737	400	23%	<b>\$210</b>
Lapsed #1	4 Reasons to Renew as a Member	Original Message	5537	742	13%	<b>\$855</b>
Lapsed #1	Enjoy HoustonPBS MemberPERKS again	Subject B	5508	803	15%	<b>\$890</b>
Lapsed #2	Help HoustonPBS face the challenges ahead	Original Message	627	82	13%	<b>\$75</b>
Lapsed #2	Enjoy HoustonPBS MemberPERKS again	Subject B	628	84	13%	<b>\$355</b>

# TuneIn Emails

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- Enhance on-air fundraising efforts
- The Data
  - ▶ Collection of preferences and interests
  - ▶ Housefile building (events, workshops...etc.)
  - ▶ Data Hygiene

# On-air & Web Integration



## AMERICAN SOUNDTRACK DOO WOP'S BEST ON PBS

Dear Mr. Heiplik\_Administrator,

I am so glad you have enjoyed the Doo-Wop programs we've aired on HoustonPBS. I thought you might like to know that we'll be showing "Doo Wop's Best" **Wednesday, September 13, at 7:00 pm.**

You won't want to miss this program! When you tune in you will have the opportunity to show your support of these types of programs and receive tickets to see "The Ultimate Doo-Wop Show" January 5, at Sarofim Hall. There you'll enjoy The Drifters, featuring Charlie Thomas, The Crystals, Dale Hawkins, and many others. We do have some tickets for a post-concert Meet & Greet with some of the artists, and we're throwing in "Doo Wop's Best" 4 CD set with those tickets. To select Meet & Greet tickets, you'll need to call 713-741-4444, but you can select other tickets by going straight to our website.

[PLEDGE NOW!](#)

Thank you for the support you've provided HoustonPBS. I hope you enjoy the program.

Michal Heiplik  
HoustonPBS - Member Services

- Emails:
  - ▶ Tune-In emails – personality and tone
  - ▶ Weekly newsletter updates



# On-air & Web integration


- Additional amount ask at the end of the donation
- Connecting the “shopping” experience with donation

Quantity	Item Name	Total Donation
<input type="text" value="1"/> <input type="button" value="Remove"/>	Doo Wop Ulitmate Concert - Pair of Tickets (\$360.00 each)	\$360.00
<b>Total donation:</b>		<b>\$360.00</b>
<b>Additional Donation:</b>		<input style="background-color: yellow;" type="text"/>
<b>Shipping Charges:</b>		<b>Free Shipping</b>
<b>Total:</b>		<b>\$360.00</b>

September 2007 Online Campaign		
	\$	#
Total Donations	46,025	230
Additional Amounts	2,305	24
Tune-In email actions	2,760	5



# Pledge Fulfillment



the channel that changes you<sup>®</sup>  
**CHANNEL 8**

HoustonPBS

Dear Michal ,

Thanks for your pledge to HoustonPBS during our recent pledge drive. I am glad that you enjoy our programming.

Please fulfill your pledge and we will complete the processing of your membership and establish a shipping date for your thank-you gift.

**Pledge Information:**

**Pledge Amount:** \$5.00 (**Installment of:** \$35.00)  
**Pledge Date:** January 25, 2005  
**Thank you gift selected:** Wayne Dyer: Whole Enchilada - DVD

[CLICK HERE to fulfill your pledge online!](#)

\*Your Thank-you gifts will be shipped when half of the pledge amount has been fulfilled!

I hope that you enjoy this quick and easy way to complete your pledge and provide your essential support to us. Thanks again for making HoustonPBS strong.

Sincerely,

Sarah White  
Director of Member Services

P.S. Please let us know if we can be of any help to you. Send us an email to [memberservices@houstonpbs.org](mailto:memberservices@houstonpbs.org) or call us at 713-743-8483.

[Unsubscribe from receiving email, or change your email preferences.](#)

# Value of Integration

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- Ask strings – increased average gift
- TuneIn emails – visible change in on-air fundraising performance
- eCommerce and Donations
  - ▶ Higher revenue – multiple gift selection
  - ▶ Best donor identification – uncovers philanthropic donors

# Data Integration

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- Technologies & experience
  - ▶ Batch - Flat file exchange
  - ▶ Connector – Web service technology
    - Cross reference lookup
    - Group Refresh
    - Account Refresh
    - Account Claiming
- Segmentation marketing
  - ▶ Integrated approach
  - ▶ Custom Ask Strings
  - ▶ Tune In emails

# Multi-department platform

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- Membership
  - ▶ eFundraising
  - ▶ Customer Service – Interactions & Donations
  - ▶ Content publishing
- Communications
  - ▶ Content publishing
  - ▶ eNewsletters
- Special Events
  - ▶ Ticket sales
  - ▶ Content publishing
- Education Outreach
  - ▶ Event registrations – workshops
  - ▶ Content publishing

# Multi-channel – lessons learned

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Multi-channel donors -- those that make at least one gift online and one gift offline -- have the highest value

Total Giving from Members who Receive HoustonPBS Emails		
2005	\$1,843,715	\$63.66 avg
2006	\$2,175,998	\$75.11 avg
2007	\$2,721,670	\$46.96 avg

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## Three-Year Transaction History

### *Multi-Channel Donors*

	Avg. Value	Avg. Gift	# Gifts	# Web Gifts
<b>Web Donors</b>	\$249.68	\$123.31	2.27	1.25
<b>Non-Web</b>	\$190.11	\$98.12	2.19	-

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# Value of Convio

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- Fundraising \$\$\$
- Convio as a platform → ONE solution
- Complete integration of messages
- Efficient work-flow - # of employees
- Eliminating “single-point-failures”
- Access to other users – Summit, “Community”

# How Convio Can Help You

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- Deep experience in public broadcasting sector
  - ▶ Work with 74 stations including most of the top 10 PBS
- Comprehensive, integrated platform helps you grow
  - ▶ E-commerce and fundraising tools for premium based fundraising
  - ▶ Robust email campaign capabilities
  - ▶ Strong content personalization
  - ▶ Web content management
  - ▶ Donor database integration
- Comprehensive success services in-house and via partners
  - ▶ Strategy and campaign execution
  - ▶ Benchmarking and analytics
  - ▶ Information architecture, user experience
  - ▶ Virtual administration



**Your Partner In Driving Results**

# For Additional Information

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- Learn about our solutions for public broadcasting groups: [www.convio.com/pbs](http://www.convio.com/pbs)
  - ▶ You'll find case studies, on-demand webinars, and other resources
- Questions? [www.convio.com/contactus](http://www.convio.com/contactus)