



## Next Generation Public Media Co-op October 2018 Meeting *A Rising Tide.....*

### Hotel Information

Marriott Stanton South Beach  
161 Ocean Drive  
Miami Beach, FL 33139-7212  
305-536-7700

### Conference Host Information

Next Generation Fundraising  
1235 Westlake's Drive, Suite  
Berwyn, PA 19312  
610-640-1555

All sessions will be held in the South Pointe Ballroom

### CO-OP MEETING AGENDA

#### Tuesday, October 23, 2018: Strategy & Analysis

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**1:00 – 1:30** **Welcome to South Beach!**  
*Presenter: Tim Oleary, NextGen CEO*

Welcome to South Beach and the 2018 NextGen Public Media Co-op. NextGen CEO Tim Oleary will share what's new and preview this year's slate of sessions and events.

**1:30 – 2:30** **Test & Trends**  
*Presenters: The NextGen Team*

Let's jump right in! We'll kick things off by reviewing the results of direct mail and digital campaigns conducted over the past year. There's much to cover, and we're looking forward to translating the findings into new strategies and tactics for the year ahead.

**2:30 – 2:45** **ENERGY BREAK**

**2:45 – 3:45** **New Creative & Test Ideas**  
*Presenter: Jay Janszen, NextGen VP of Client Services*

Get a sneak peek at some new creative and test campaigns. Some of these are already in the works, and some are food for thought as we think about how to be more relevant and personal with our members. Your ideas are welcome as well, so let's make this a good interactive discussion.

**3:45 – 4:00 ENERGY BREAK**

**4:00 – 5:00 Reimagining the Membership Model: Part I**  
***Presenters: The NexGenTeam and Various Stations***

We are at a critical point in the evolution of public media and the strategies required to increase both audience and membership participation. Our business model must evolve to address changing generations, demographics, technologies, and preferences. We'll take a close look at how to increase current value and find new and future value by reviewing the work of some stations attempting to break the mold and build innovative plans to survive and thrive for the future.

**6:30 – 8:30 Welcome Cocktail Reception**  
***Ocean View Terrace***  
***Marriott Stanton South Beach Hotel***

Please join us for an opening cocktail reception overlooking South Beach and the Atlantic Ocean. Connect with your colleagues while you sip on your favorite drink and are tantalized by the sounds of the waves lapping against the sand.

## **Wednesday, October 24, 2018: Fundraising in Practice**

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**7:00 – 9:00**    **Breakfast**  
*Veranda*

**9:00 – 9:30**    **The Rising Tide...**  
*Presenter: Tim Oleary, NextGen CEO*

NextGen CEO Tim Oleary kicks off Day 2 by offering a fresh perspective on the state of public media fundraising and the actions required to meet the needs of our ever-changing viewer and donor landscape. Tim will bring his usual blend of respectful irreverence and passion for public media and lay the foundation for our discussions for the remainder of the Co-op Meeting.

**9:30 – 9:45**    **ENERGY BREAK**

**9:45 – 11:00**    **Reimagining the Membership Model: Part II**  
*Presenter: Jonathan Sills, NextGen VP of Digital Services*

Yes, you can find and acquire new members through a multichannel approach! There are many untapped or underutilized sources of new member prospects for stations. The challenge is identifying the right ones to feed the funnel and building a multichannel onboarding and conversion program to ensure maximum response and value. Let's get to mining for lots of new members!

**11:00 – 11:15**    **ENERGY BREAK**

**11:15 – 12:15**    **Driving Relationships: From Data Collection to Data Utilization**  
*Presenter: Michal Heiplik, CDP*

The continuum of data extends far beyond just collection, to analysis and, most importantly, to utilization. The CDP Analytics Engine can help stations drive relationships in ways they never have before. In this session, we'll learn more about the CDP Analytics Engine tool, review email tests, explore the use of data to drive personalization on the WGBH website, and discuss further expansion into social media advertising.

**12:15 – 1:30 LUNCH**  
***South Pointe Ballroom***

**1:30 – 2:15 South Florida’s Climate Change Dilemma**  
***Presenter: John Morales, NBC Universal***

Severe weather around the globe is getting more frequent and more violent. Rising seas threaten the lives of millions along coastlines around the world and right here in South Florida. Yes, climate change is real! The more we know, the better prepared we can be to deal with its affects both short-term and long-term. Climate change expert and leading meteorologist John Morales lends his wisdom to us in this special Co-op presentation addressing South Florida’s dilemma.

**2:15 – 2:30 ENERGY BREAK**

**2:30 – 3:00 Harnessing the Power of Data in Today’s Nonprofit Landscape**  
***Presenter: Charlie Cadigan, Wiland***

In this presentation, Charlie Cadigan will discuss how powerful transaction-level data and sophisticated predictive analytics can combine to help nonprofit organizations achieve their most ambitious fundraising goals. You will gain insight into:

- How today’s most innovative predictive analytics can uniquely identify highly responsive donors
- The benefits of participating in a vast, detailed cooperative database
- The power of unique data partnerships to further enrich intelligence-driven marketing solutions

**3:00 – 3:30 Maximizing Member and Revenue Growth through Passport**  
***Presenters: Chas Offutt, PBS Development***  
***The NextGen Team***

So, this Passport thing seems to be working pretty well for stations, right? Let’s explore how to get more out of it, how to better market around binge-worthy programs, and how to better engage new and more diverse audiences (read:

prospects!) so we can build a more robust product marketing and fundraising roadmap.

**3:30 – 3:45 ENERGY BREAK**

**3:45 – 4:30 Optimize Individual Lifetime Value & Retention through Artificial Intelligence**  
*Presenters: Adam Treiser, Arjuna Solutions*  
*Steve Goodman, Arjuna Solutions*

Arjuna Solutions has used artificial intelligence to deliver remarkable improvements in individual giving for its clients over the past few years. Their formula is simple and outputs optimized Ask Amounts that resonate with donors more effectively than traditional broad categories of giving. Adam Treiser, Founder/CEO of Arjuna will be discussing his client experiences within the Public Broadcasting System and other nonprofit agencies during this highly interactive session.

**DINNER: ON YOUR OWN**

## Thursday, October 25, 2018: Looking Ahead

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**7:00 – 9:00** Breakfast  
*Veranda*

**9:00 – 10:15** Fundraisers Channeling Fred Rogers  
*Keynote Presenter: Dr. Sophie Penney, Penn State University*

*It's You I Like.* Those are simple words sung to viewers by public television icon Fred Rogers. Those same words speak to fundraisers. Come on a journey with your fundraiser cap on as we Channel Fred Rogers. Together we will explore qualities and characteristics of Mr. Rogers that, if employed, could lead to deeper and richer discussions with donors and prospective donors.

**10:15 – 10:30** ENERGY BREAK

**10:30 – 11:30** Co-op Innovation Series: Part I  
*Presenters: John Perell, Friends of the Smithsonian Institution  
Dr. Sophie Penney, Penn State University*

The first of several innovation sessions at this year's Co-op, these rapid-fire discussions will focus on a wide variety of topics designed to get us learning and thinking outside the box. Part I offers an update on the Friends of the Smithsonian Institution strategic plan and collaboration initiatives, then pivots to an examination of Penn State's THON, a 46-hour annual dance marathon which has raised over \$157 million to date to combat childhood cancer. How does a completely student-led organization, the largest in the nation, raise millions each year? Come learn why THON is more than a marathon, much more!

**11:30 – 11:45** ENERGY BREAK

**11:45– 12:30** Target Analytics: New Offerings  
*Presenter: George Whelan, Target Analytics*

Learn about the latest products and services from our friends at Target Analytics, including Email Optimization and the Direct Marketing Insights Bundle. George

will preview the services and share with us how to take advantage of the opportunities.

**12:30 – 1:30 LUNCH & SERVICE PROJECT PRESENTATION**  
*South Pointe Ballroom*

**1:30 – 2:30 Co-op Innovation Series: Part 2**  
*Presenters: Marc Supsic, Consultant*  
*Kristine Masta, Consultant*

Our next session in the innovation series begins with the role of video in fundraising and learning how to disrupt an entire industry by being your own social media rock star. We'll then jump to opportunities that await through the use of Peer-to-Peer fundraising.

**2:30 – 2:45 ENERGY BREAK**

**2:45 – 3:45 You Decide! A Round-Robin Event**

This session will be a round-robin of important topics relevant to stations that may not need a full session, but a definitely worthy of deeper discussion.

**3:45 – 4:00 ENERGY BREAK**

**4:00 – 4:30 Ride the Tide**  
*Presenters: Tim Oleary, NextGen CEO*

We leave you with a practical set of action items for the months and year ahead. There is much to do, and together we can be the rising tide in public media fundraising!

**DINNER: "A SOUTH BEACH BBQ"**  
*Ocean Breeze Terrace*  
*Marriott Stanton South Beach Hotel*