Reimagining the Membership Model

Tim Oleary, NextGen CEO
Jonathan Sills, NextGen VP of Digital Services







Let's define success?





Remember Your Why?



Why do we need to reimagine membership?



FY19 Economic Outlook

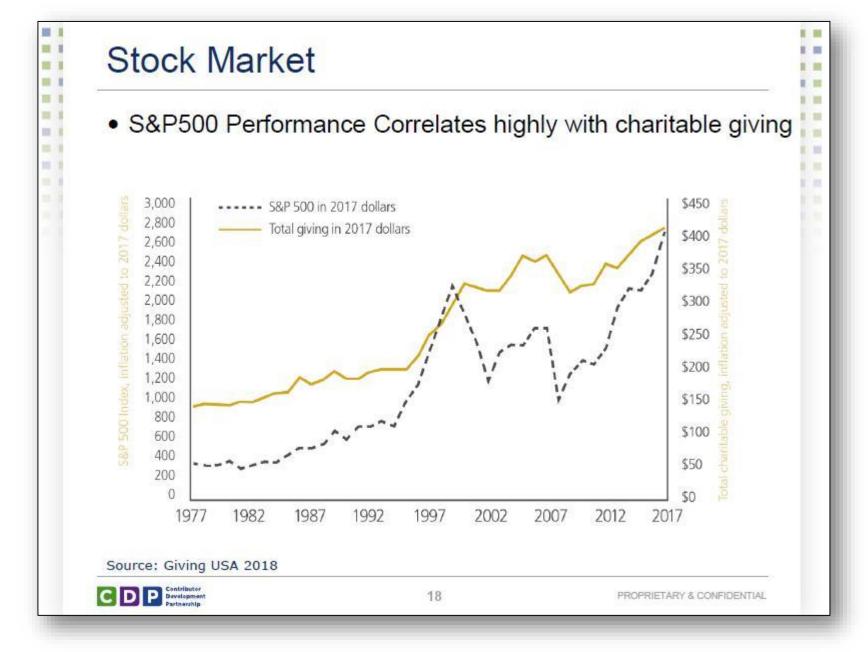
- Economy is on a strong trajectory thru FY19
- 2019 Projections:
 - -2.4% growth in real GDP
 - -Continued strong employment (3.5% unemployment rate)
 - -Modest decline in retail gas prices
 - -Inflation:
 - Forecasting 1.9% for the remainder of 2018
 - Slight increase to 2.0% for 2019



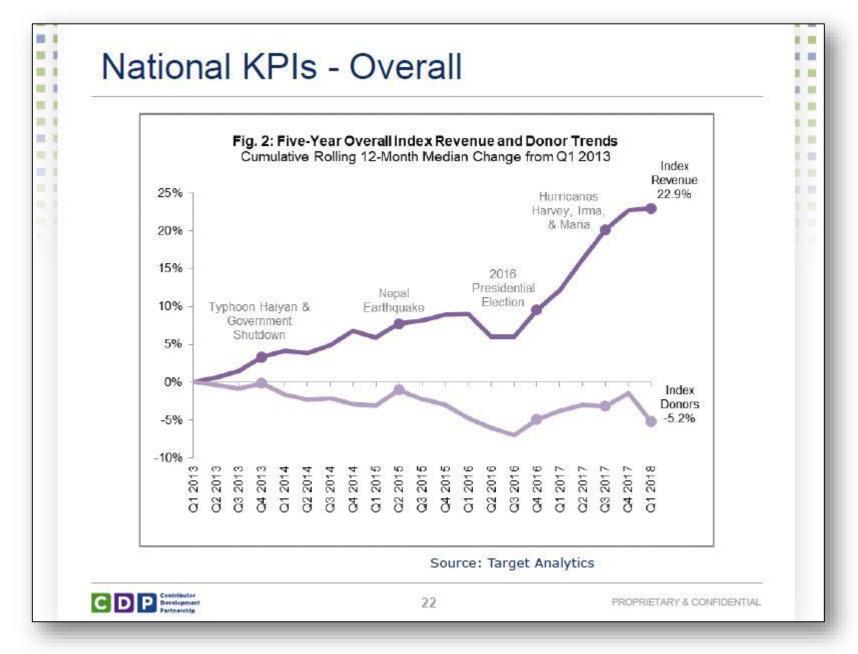
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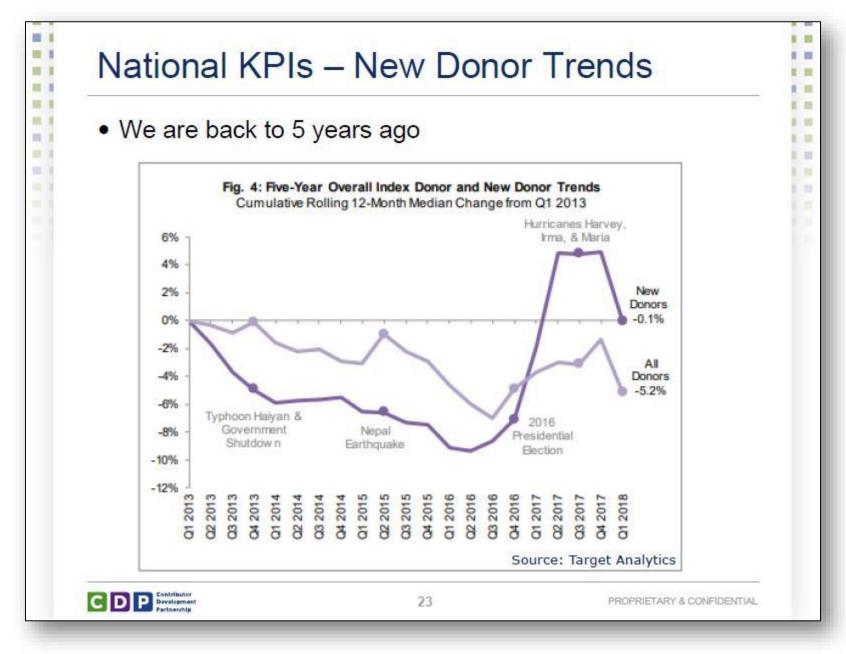














Strong relationship matters

In US, 80% of all charitable giving is done by ~15 million people.









Strong relationship matters

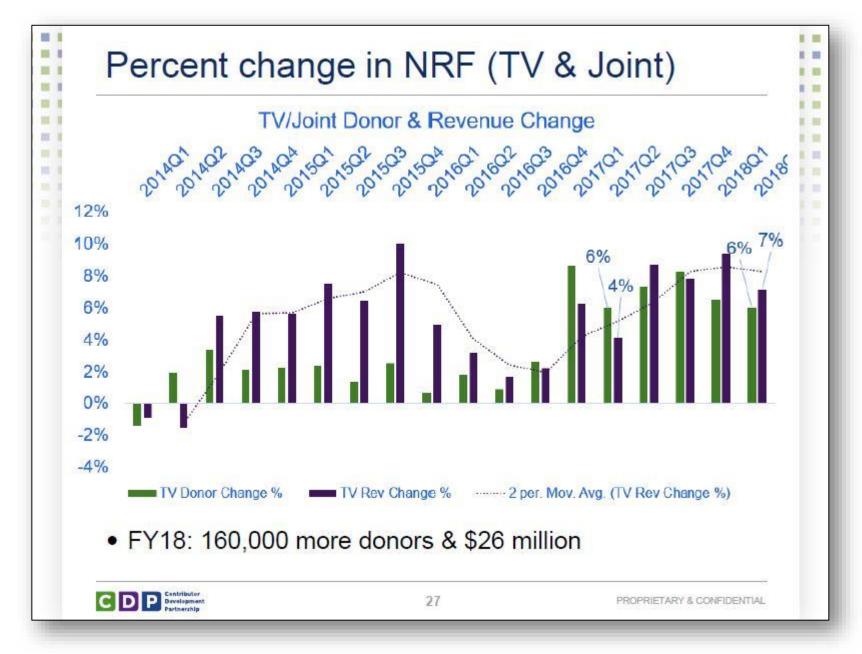
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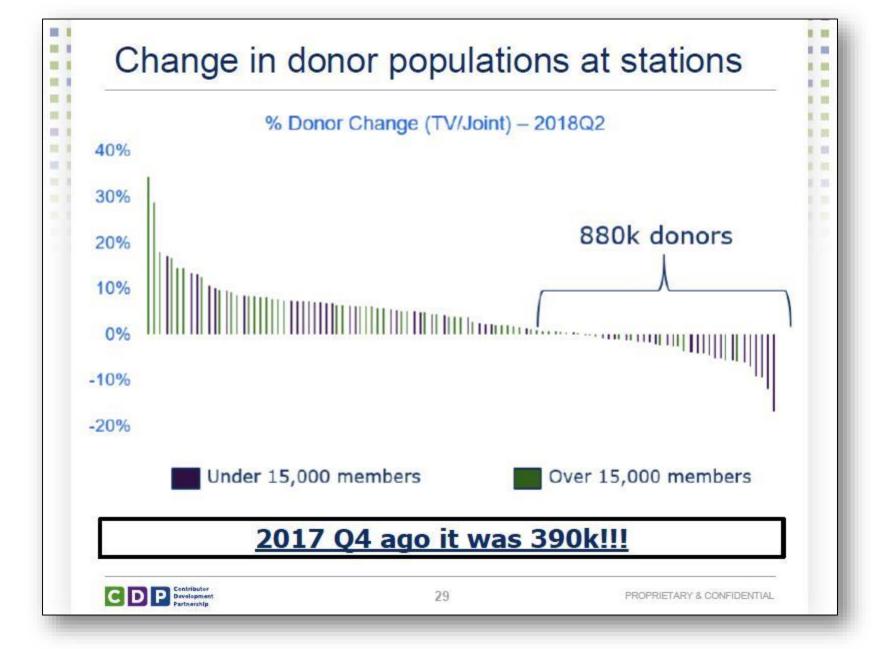




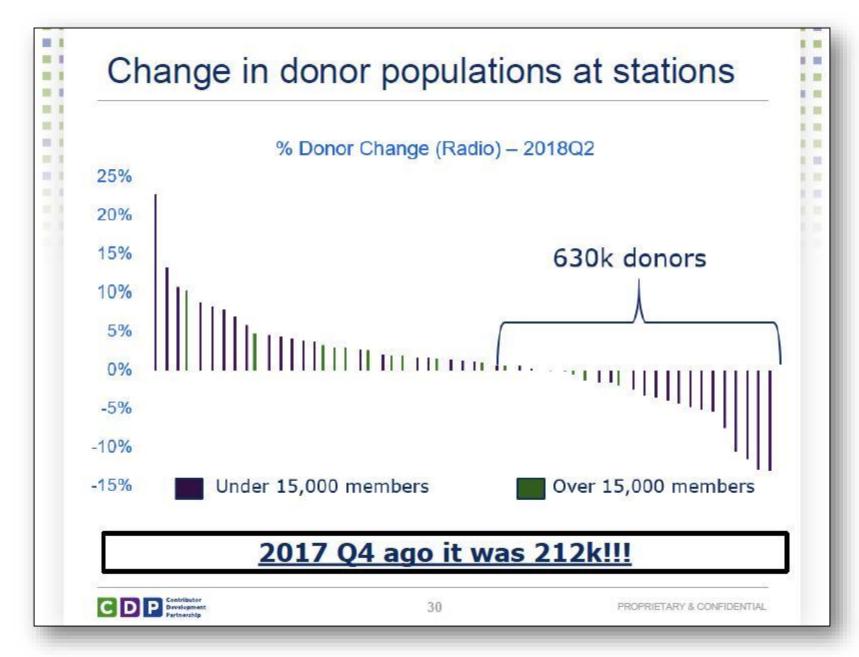














The marketplace is rapidly changing



Media consumption is rapidly changing



Direct mail use is rapidly changing



Giving channels are rapidly changing



Thus, your membership program must rapidly change



Rise of the Millennials

- Population of 71 million in U.S.
- Will surpass Boomer population in 2019*
- Buying power of \$200 billion in U.S.**



Rise of the Millennials





Rise of the Millennials





GOAL #1: Increase Current Value



Focus on *Value* means new ways of budgeting & new metrics for analyzing



Who are YOU?







WHYY September 2018 Acquisition Test



MISTER ROGERS SPECIAL OFFER

- <Name> <Address>
- <Address>
- <City>, <State> <Zip>

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WHY

"The greatest gift you ever give is your honest self."

- Fred Rogers



Take the teachings of Mister Rogers with you, wherever you journey!

With an extra special gift of \$60, you'll receive <u>one</u> Mister Rogers' Neighborhood tote bag displaying memorable messages from the show and the Neighborhood Trolley itself.

And with an even more generous gift of \$100, you'll receive two Mister Rogers' Nelghborhood tote bags—one for you, and one to share with a neighbor!



<Month> 2018

<Name>

<Address>

«City», «State» «Zip»

halladaballaballaballaballaballab

ACQ - FM

"Anyone who does anything to help a child in his life is a hero to me."

-Fred Rogers

Dear < Salutation>,

WHYY is looking for more heroes.

Mister Rogers taught every child that even a simple act can be heroic. And you can do your part as a hero in the Philadelphia region by joining both the movement that is public media's growing presence in all our lives—<u>especially our children's</u>—and our community of good neighbors:

In fact, thanks in part to the financial support of our neighbors, WHYY recently reached a milestone achievement and has now served more than 10,000 students through our Media Arts Education Program.

For the past decade, WHYY's award-winning video and audio production classes, afterschool programs and summer camps have taught young people to shoot and edit video, explore their environment, problem-solve, tell stories and succeed in creative professions. Students become active, critical viewers of media, while developing new skills, gaining self-esteem and experiencing how to be voices of change in the community.

For just \$60, you can help support life-changing educational programs like s Media Arts Education Program.

Can we count on you to be a hero this month?

s an additional, special thank you for becoming our newest Member, we'll not you a *Mister Rogers' Neighborhood* tote bag—showing that you, too, have t interests of our children at heart. And, if you're able to make an even more us gift of \$100, we'll send you two tote bags—one for you, and one to share neighbor!

(Over, please)

Independence Mall West • 150 N. Sixth Street • Philadelphia. PA 19106.



Serving the Underserved: Engaging Ethnic Minorities





Home

V

Watch Now

Events Education

Kids

Support

About

Q

Home Investigations Topics Insight PBS NewsHour About



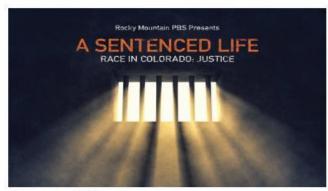
Standing in the Gap

Today, staggering achievement gaps exist between white students and those of color.



Precious Loss

12 in 1000 black babies in Colorado die before their first birthday.



A Sentenced Life

Blacks and Latinos are overrepresented in the criminal justice system nationally and in CO

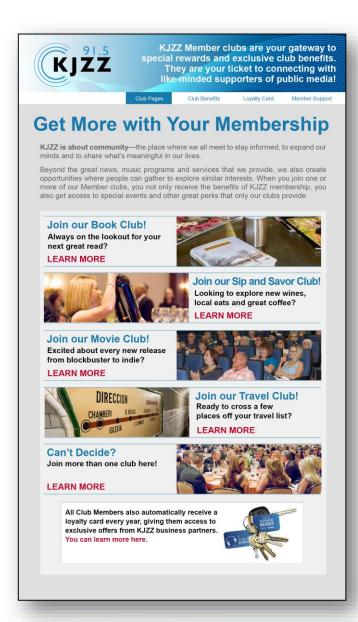
RACE IN COLORADO

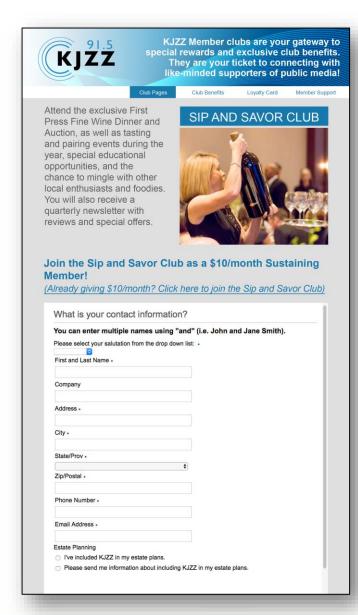
Talking about race can be hard. But thanks to a series of special reports from Rocky Mountain PBS, the conversation has started across Colorado. Our Losing Ground report from 2013 sparked action and dialogue that continues today.

Our **Race in Colorado** initiative picks up where Losing Ground left off and takes the conversation to a new level. Rocky Mountain PBS tells the stories of diverse families of color – and how Colorado is working to overcome disparity.



KJZZ Member Clubs







KJZZ Member clubs are your gateway to special rewards and exclusive club benefits. They are your ticket to connecting with like-minded supporters of public medial

Pages Club Benefits Loyalty Card Member Support

Travel club members are passionate about traveling and experiencing new things and they are the first to learn about our upcoming trips, long before we announce them to the public. As a club member, you'll connect with like-minded travelers eager to see the world and join KJZZ staff on specially curated trips and travel events. You'll also and receive a quarterly e-newsletter with travel tips and stories from around the globe.



Join the Travel Club as a \$10/month Sustaining Member! (Already giving \$10/month? Click here to join the Travel Club.)

You can enter multiple name:	s using "and" (i.e. John and Jane Smith).
Please select your salutation from the	e drop down list: +
First and Last Name +	
Company	
Address •	
City •	
State/Prov +	
Zip/Postal +	•)
Phone Number •	
Find runner +	
Email Address •	
Estate Planning	
 I've included KJZZ in my estate i 	plans.



Managing All of Your Audiences...





CREATE TV

Create is lifestyle programming that provides expert advice on cooking, arts & crafts, gardening, home improvement and travel. It airs from 6am-6pm.



WORLD CHANNEL

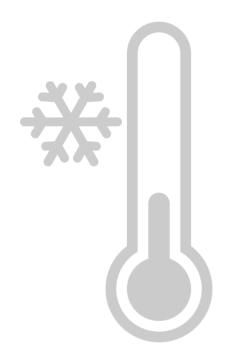
World features public television's signature nonfiction documentary, science and news programming complemented by original content from emerging producers. It airs from 6pm-6am.



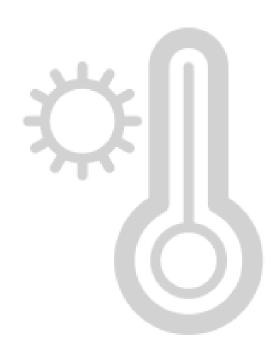
Reimagining the Membership Model: Part II

Jonathan Sills, NextGen VP of Digital Services





Vs.







Vs.



Sources of New Member/ Prospects

- Rented Lists
- Cooperative Models
- Public at large (everyone else)

- Deep Lapsed
- PBS Prosper
- Non-member Emails
- CDP Masterpiece
- Passport Events Station
- Events Community
- On-Air Drives
- Web Visitors
- Search engine users
- Viewer Services
- Other in-house prospects



Audience Profiles

Donor Profile | Meet... Andrea



"built from current, lapsed and sustainers donor segments

Andrea is 65 years old and lives in Minneapolis, MN. Married, she, her husband and their pets are enjoying life now that their kids have left the home, enjoying travet and entertainment more than they could in previous years.

Andrea has a college degree and works either in a well-paid management role or senior position at an educational institution. She and her husband have a combined household of \$1500-\$2500. It's likely that she and/or her husband are approaching retirement. The home they share is worth \$200-\$500k. She drives a midsize car.

Surprisingly, Andrea is quite a careful retail spender both offline and offline relative to her income, tending to buy every day items from inexpensive stores like Target and Kohl's.

Her use of Facebook is quite similar to the average user but she engages with posted content slightly less, accessing it primarily via her phone but often on her computer.

Andrea is politically liberal and gives to political, environmental/wildlife and animal welfare causes.

Pledge Donor Profile | Meet... Sylvia



*built from current, lapsed and deeply lapsed pledge donors segments

Sylvia is 68 years old and lives in Minneapolis, MN. Married, she and her have been contented and active empty-nesters, and have recently become grand parents.

Sylvia is college-educated and is nearing the end of her career. She and her husband have a combined household of \$75k-\$100k. The home they own is worth \$200k-\$500k. She drives a midsize car.

Sylvia enjoys shopping and buys more than is average relative to her income, doing most of it in stores for every day items.

Her use of Facebook is slightly less than the average user. She is almost as likely to own an Android phone as an iPhone.

Andrea is less politically liberal than Andrea, and while she also supports political, environmental/wildlife and animal welfare causes, she supports fewer of them.

Non-Donor Profile #1 | Meet... Rose



*built from e-News subscribers and PBS Prosper Givers Rose is 65 years old and lives in Minneapolis, MN. Married, she and her husband enjoy a comfortable life. Their adult children have recently left the home which they now share only with their pets.

College-educated, Rose is coming towards the end of her career, though she and her husband still have a combined household of \$150k-\$200k. The home they share is worth \$200k-\$500k. She drives a midsize car.

Rose is not as frugal as Andrea but does most of her retail spending in brick and mortar, not online. In general, her use of the internet is limited to liking her friends' posts, playing free games, and checking the news. She does this most often via her iPhone, but also on her computer.

Politically moderate to liberal, Rose donates to political, environmental and animal welfare causes.

Non-Donor Profile #2 | Meet... Lisa



*built from FB Liker and FBS Prosper (nongiver) subscriber audiences.

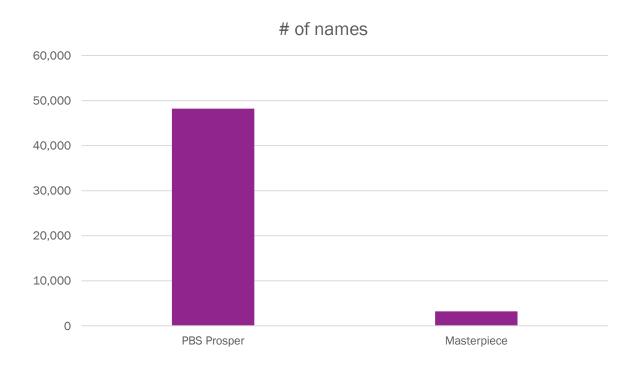
Lisa is 40 years old and lives in Minneapolis, MN. Married, she and her husband share their home with school-age children and pets.

College-educated, Lisa is in the middle of her career. She and her husband have a combined household of around \$100k. The home they own is worth \$200k-\$500k. She drives a midsize car or a crossover vehicle.

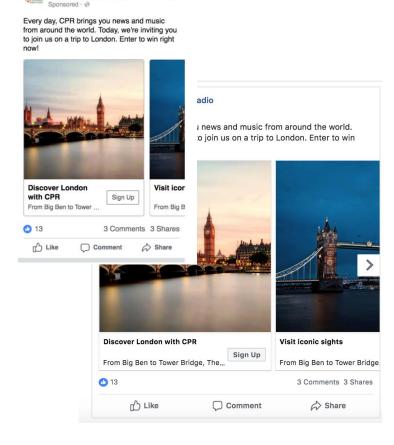
Lisa is quite a careful spender, but she is comfortable purchasing online, where she spends a lot of her time, mostly on her iPhone. She interacts with organizations and brands that she likes very regularly on Facebook and scores highly across pages liked, comments made, posts liked, posts shared and adsclicked.

Politically liberal, she supports political as well as environmental causes.

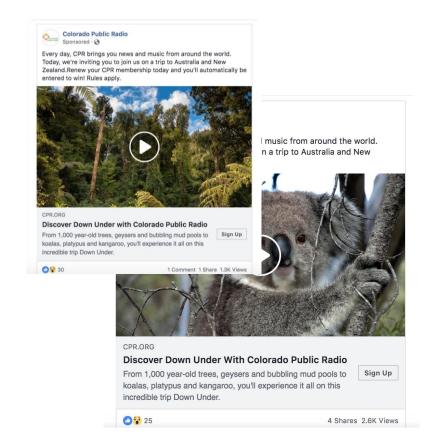
UNC-TV: August – September 2018





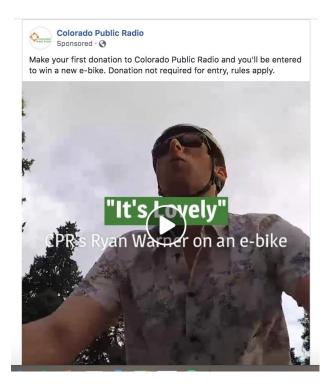


Colorado Public Radio







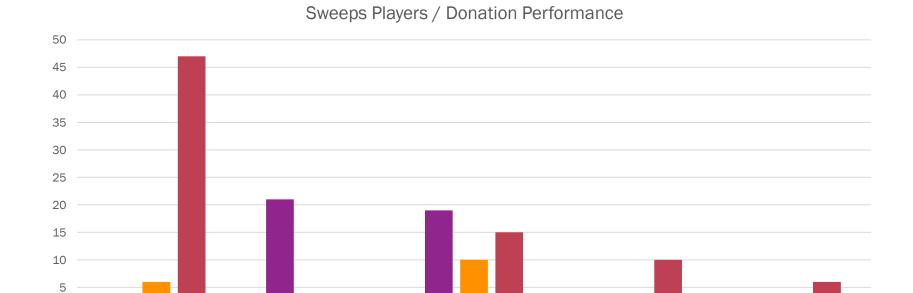


CPR Sweepstakes

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Renewals

Prospects



lapsed

■ Aus/NZ Donations ■ e-bikes

FB likers

■ London Donations

Website visitors



Colorado Public Radio: NPR One







We're so glad you signed up for NPR One!

It's a great way to stay informed about the day's most important news. We've partnered with NPR on this effort to make sure you have access to news from all over the world, plus stories that are relevant to Colorado and your community.

Along with NPR One, you can also stay connected to what's happening in Colorado and get real-time updates when you follow CPR News.







P.S. Colorado Public Radio is community-supported service. Members help make it possible for us provide in-depth coverage of issues impacting Colorado.

We hope you enjoy listening to NPR One.







Good stories start with good questions.

We're looking for curious people like you to share questions about life in Colorado. We want to know when you see something that makes you wonder, "what is the deal with that?"

How a building got its name? ...What's behind a weird piece of public art? ...How do they measure mountains? Tell us what you're wondering about Colorado.

Send your questions. We'll get to work finding answers and we'll all learn something together.

SUBMIT YOUR QUESTION



We hope you enjoy listening on NPR One.







Dear Justin,

Thanks for choosing Colorado Public Radio on NPR One. It's a great way to stay connected to the most important coverage of national and global issues alongside stories that are relevant here in Colorado.

We're hard at work to help you understand these issues, what's changing here in Colorado and what it means for you. In case you missed these, I wanted to share a few recent stories with you:

From Colorado Matters: Mayor Hancock Unveils New 20-Year City Plan

The Denveright plans imagine a 2038 Denver with more public transit, parks and diversity. Plus, how schools are upping security for the year ahead.



Judge Won't Bar Public From Rocky Flats During Lawsuit

A judge has rejected a request to bar the public from a wildlife refuge in Coloradoesign best-practices suggest a large font size for easy readability both on desktop and mobile during.



Colorado's Wildest Wildflowers

A new book from a Denver Botanic Gardens curator features some of the Centennial State's unique blooms.



Thanks again for being a part of Colorado Public Radio and supporting community-focused journalism.



rt Van Denburg gital Editor

P.S. This type of impartial, relevant coverage is only available because of community support. Considering starting your membership to help sustain local journalism.

We hope you enjoy listening to NPR O



Meet Oliver...

CPR Non-Donor Profile #2 | Meet... Oliver



*built from CPR Sweeps, CPR FB, OpenAir, News and Classical page likers and NPR One Prospect audiences

*Oliver constitutes 62% of all non-donor males; and 26% of all non-donors.

Oliver is also 35 years old and lives in Denver, CO. He is married, but he and his wife do not have children. In addition to being a lover of the great outdoors, craft beer and music are Oliver's passions.

Oliver is less likely to have a post-graduate degree than Alison, but is still well-educated. It's probable he has middle management role, potentially in the IT/tech field. He makes a decent salary — and has a household income between \$100k-\$150k. He's a home owner, valued at the lower end of the \$200k-\$500k range. Oliver drives either a hybrid or an SUV.

His retail spending is quite high relative to his income, a good nortion of which is online. Something of a technocrat in terms of his medi mobile devices (his iPhone), Oliver he is quite active or engagement behaviors are more as a consumer of contact of the c

We believe he is politically liberal but is not as persona and groups as our other personas.

RMPBS Non-Donor Profile #3c | Meet... Oliver



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His retail spending is quite high relative to his income, a good portion of which is online. Something of a technocrat in terms of his media tastes and preference for mobile devices (his iPhone), Oliver he is quite active on FB though his engagement behaviors are more as a consumer of content than as a creator of it.

We believe he is politically liberal but is not as personally active with those causes and groups as our other personas.

In addition to being a lover of the great outdoors, craft beer and music are Oliver's passions.



KVIE: Community catalyst, collaborator, and convener











The Rising Tide: Scalable Collaboration



INTERNAL COLLABORATION

The Rising Tide:
Scalable Collaborations

LOCAL COLLABORATION

The Rising Tide:
Scalable Collaborations

NATIONAL COLLABORATION

The Rising Tide:
Scalable Collaborations

WGBH Events





Q





LOCATION

Castle Island Brewing Company 31 Astor Ave. Norwood, MA 02062

VIEW MAP

WGBH EVENTS, BRAINIACS AND BREWS

Brainiacs And Brews: Castle Island Brewing Co.

6:30 PM - 9:00 PM Tuesday, October 23, 2018

GET TICKETS >

Craft beer and brain games are together at last with WGBH's Brainiacs and Brews! Form a team and sign up for this free night of challenges over beer. It's free to play, but you must sign up to reserve your spot.

Doors open at 6:30pm. Game play starts at 7pm.

How it works

Spend the evening with fellow brainiacs solving a variety of brain teasers, puzzles and challenges scattered throughout the brewery. This is not a seated event! Each correctly solved challenge wins you points. The two teams with the most points will compete in a head-to-head, puzzle-solving showdown for the title of "Brainiac of the Brewery!" The winners will receive a WGBH prize pack.

Each team can have no more than four people.

Must be 21 or older with a valid ID to attend this event.

Live At Fraser



Brent Cowles - Live At Fraser

Fresh off spending two weeks at a songwriting workshop on Nantucket, Denver-based singer-songw...



Latrell James — Live At Fraser

Boston's own rising star Latrell James performs live at WGBH's Fraser Performance Studio.



The Tree That Falls - Live At Fraser

The Tree That Falls perform live at WGBH's Fraser Performance Studio. Cellist Cristobal Cruz-Garcia an...



Sources of New Member/ Prospects

- Rented Lists
- Cooperative Models
- Deep Lapsed
- PBS Prosper
- Non-member Emails
- CDP Masterpiece
- Passport

- Events Station
- Events Community
- On-Air Drives
- Web Visitors
- Viewer Services
- Other in-house prospects
- Everyone Else

