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PBS Taps NextGen for Digital Support to On-Air Fundraising

Berwyn, PA – The Public Broadcasting Service (PBS) has selected Next Generation Fundraising, Inc. to conduct digital fundraising tests in support of on-air fundraising programs.

This work is part of a multi-agency project designed to help PBS and local stations better understand digital audiences and their affinity to various on-air fundraising programs and genres.

“For decades, on-air pledge programming has led to millions of dollars in revenue and thousands of new supporters to local stations every year,” said NextGen CEO Tim Oleary. “We’re excited to continue our partnership with PBS to help them continue this momentum in digital channels.”

NextGen’s role in the project will be to isolate the most influential variables affecting online “pledge” giving. “In this first test campaign, our aim is to learn about which digital channels are the best for generating interest and engagement from target audiences.” said NextGen VP of Digital Services Jonathan Sills. “In subsequent tests, we can then use these learnings to test programming and other factors influencing conversion like gifts, ask strings, donation page layouts and payment options.

About Next Generation Fundraising:

NextGen is the premiere agency providing strategic fundraising and direct response services exclusively to the nonprofit sector.

With offices in Philadelphia and San Francisco, NextGen’s mission is to better connect nonprofits with their supporters so they may raise the money necessary to fulfill their important mission.

NextGen’s experienced and passionate team is driven by sound strategy, solid analysis, compelling creative and the knowledge that when we’re successful, good things happen in the world.

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