



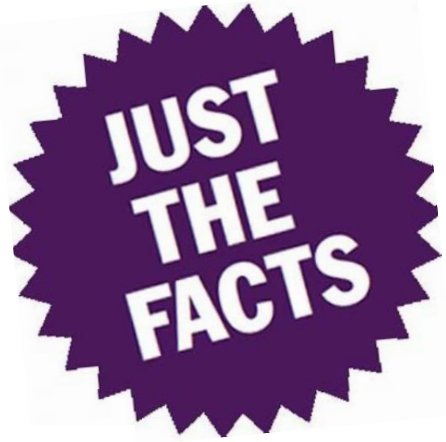
DIG Analytics

Public Media Co-Op Meeting

October 23, 2019



- Arm yourself with Data
- Use metrics to inform strategy
- Practice measurements & accountability



Fact #1 Fourth quarter of calendar year 2017 resulted in giving spikes, across all sectors

Fact #2 Most organizations saw drop-off in CY18

Fact #3 Declines in new donor populations in FY19

Fact #4 Decrease in number of households giving, while proportion of money given in larger amounts is rising

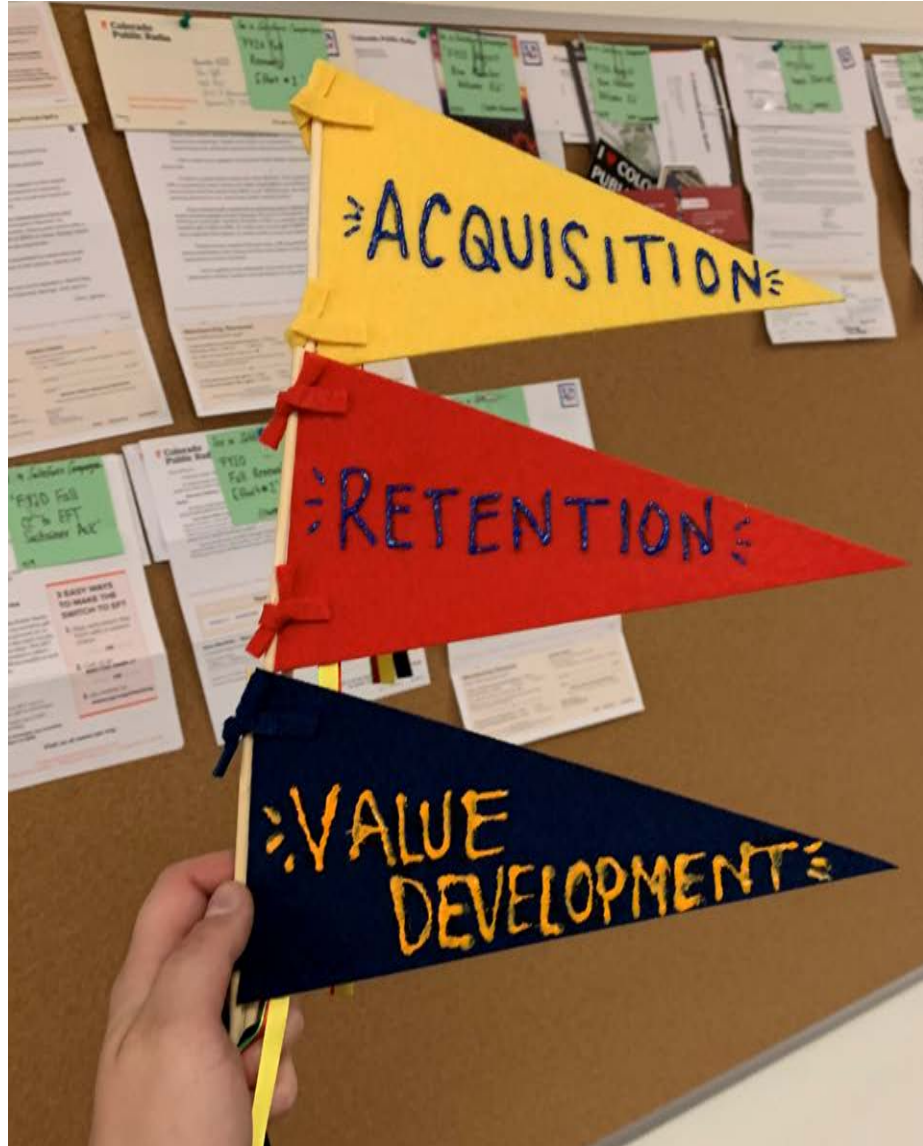
Fact #5 Loyal donors dominate, especially those giving as sustainers



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NextGen Key Objectives

3 Fundamental Principles



Donor Stability/Acquisition

– finding more new donors

Donor Retention – keeping the donors you have

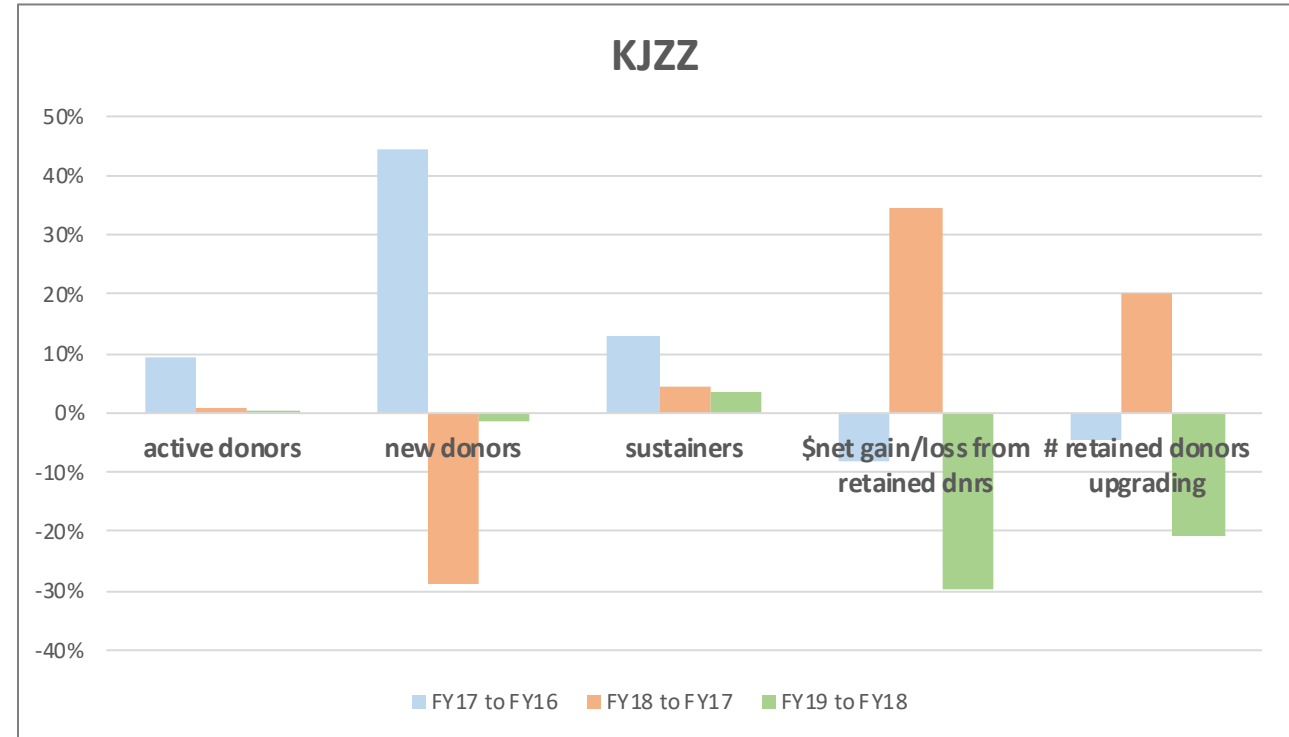
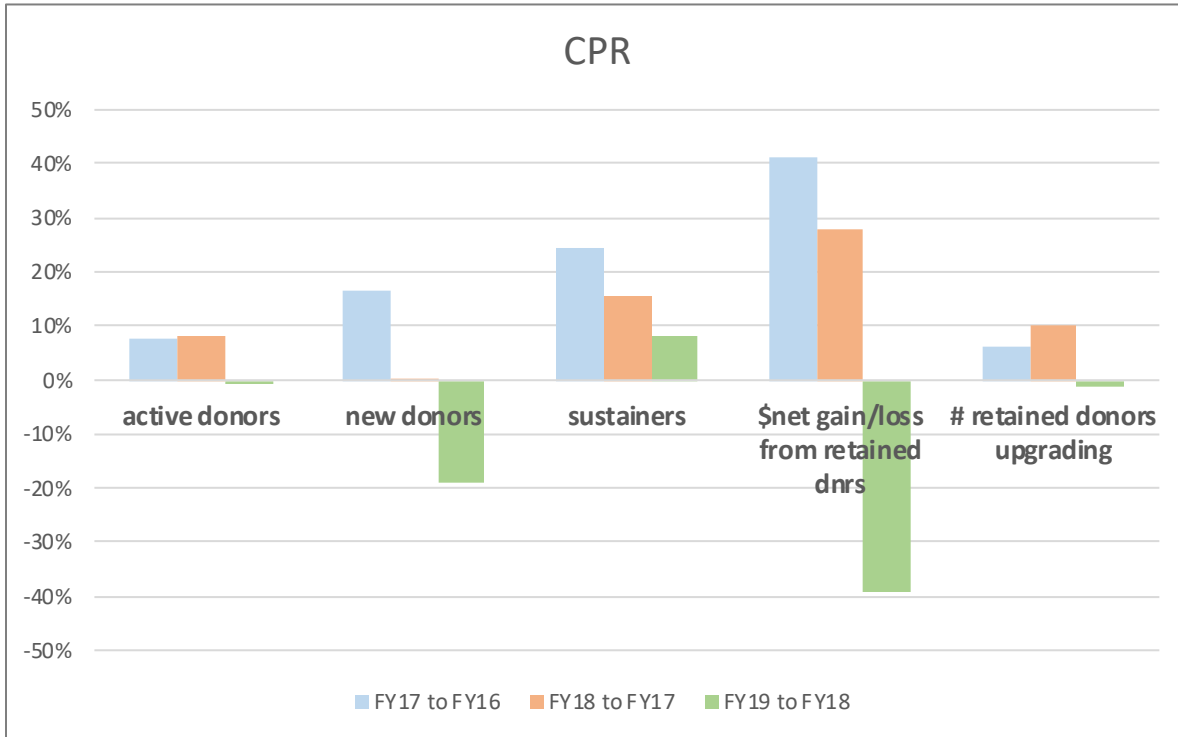
Donor Value – increasing the value of donors



Image compliments of Colorado Public Radio Development Team

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Key Performance Indicators Percent Change, Fiscal to Prior Years



FY17 to FY16: 2016 Election

FY18 to FY17: Before Tax law changes

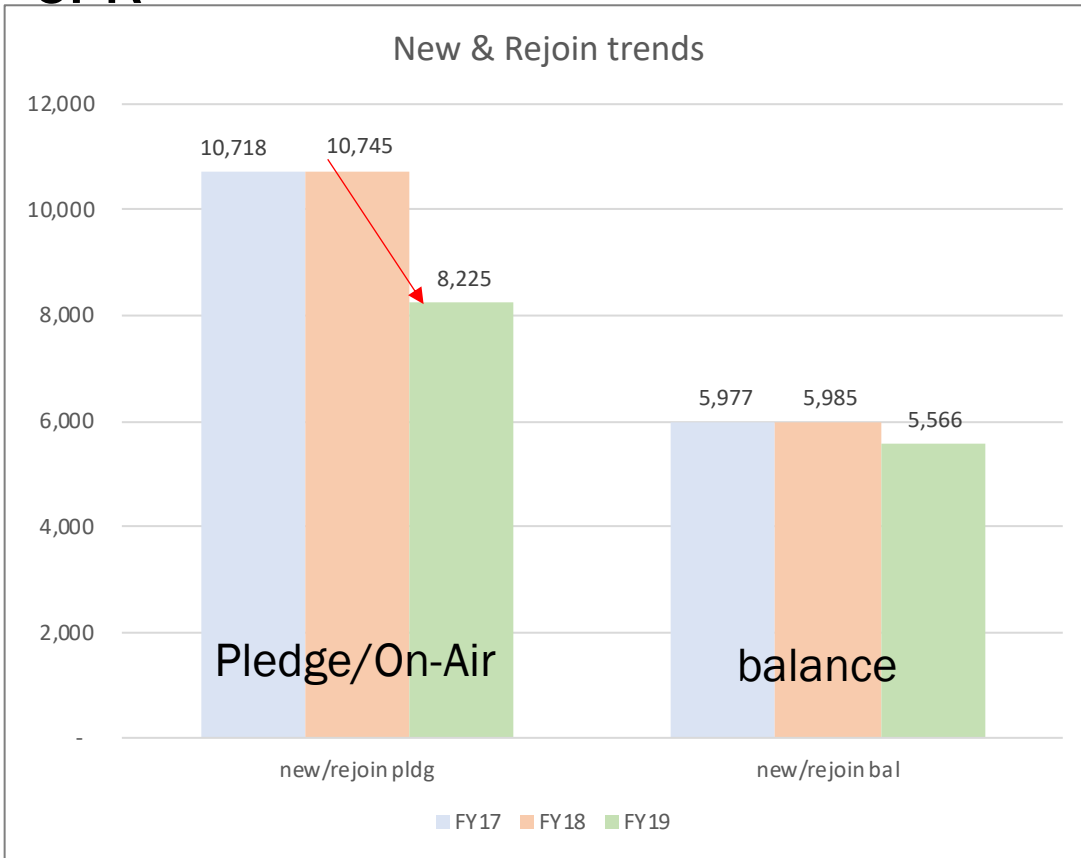
FY19 to FY18: After Tax law changes



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Key Performance Indicators New & Rejoin Trends, FY17-19

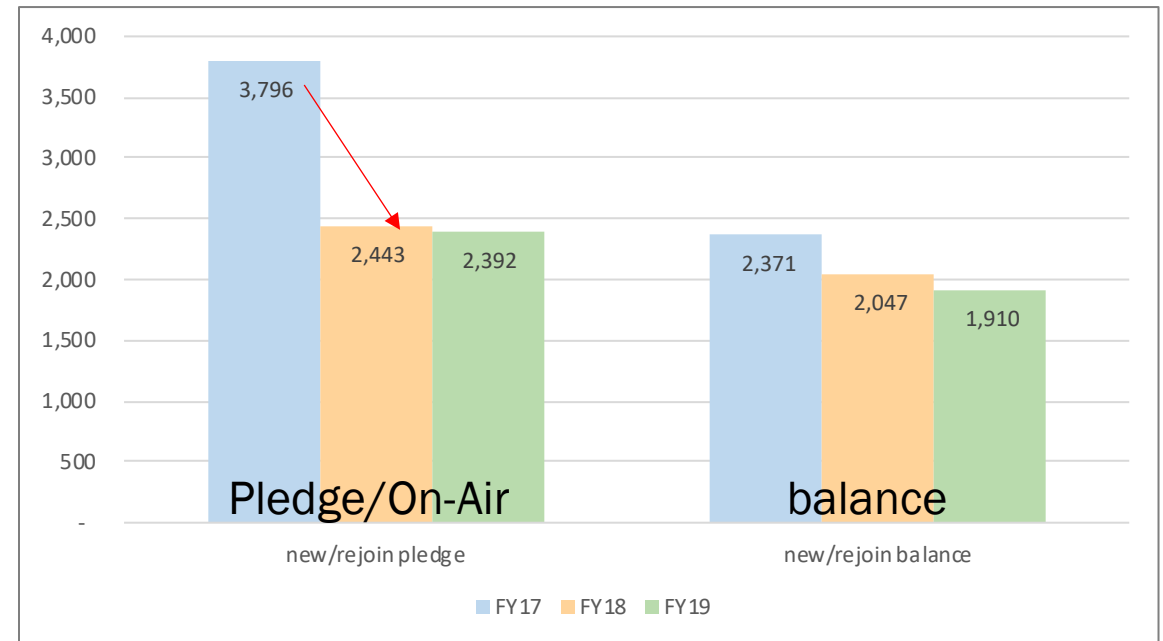
CPR



Possible Red Flag

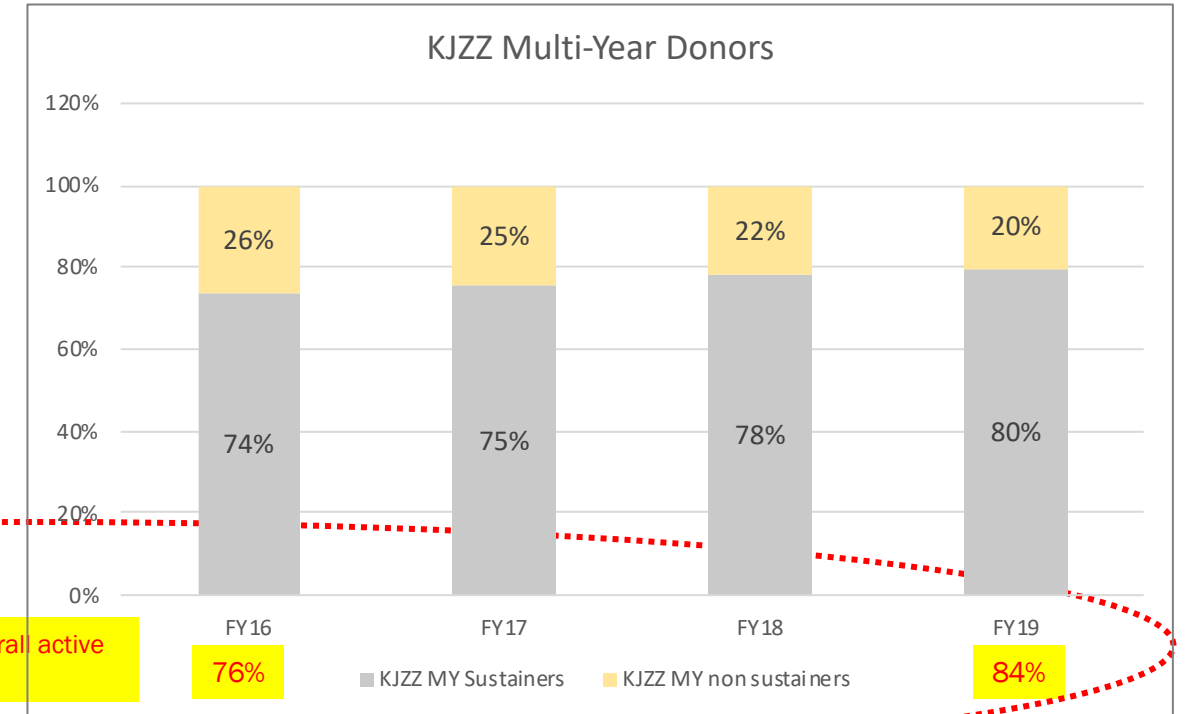
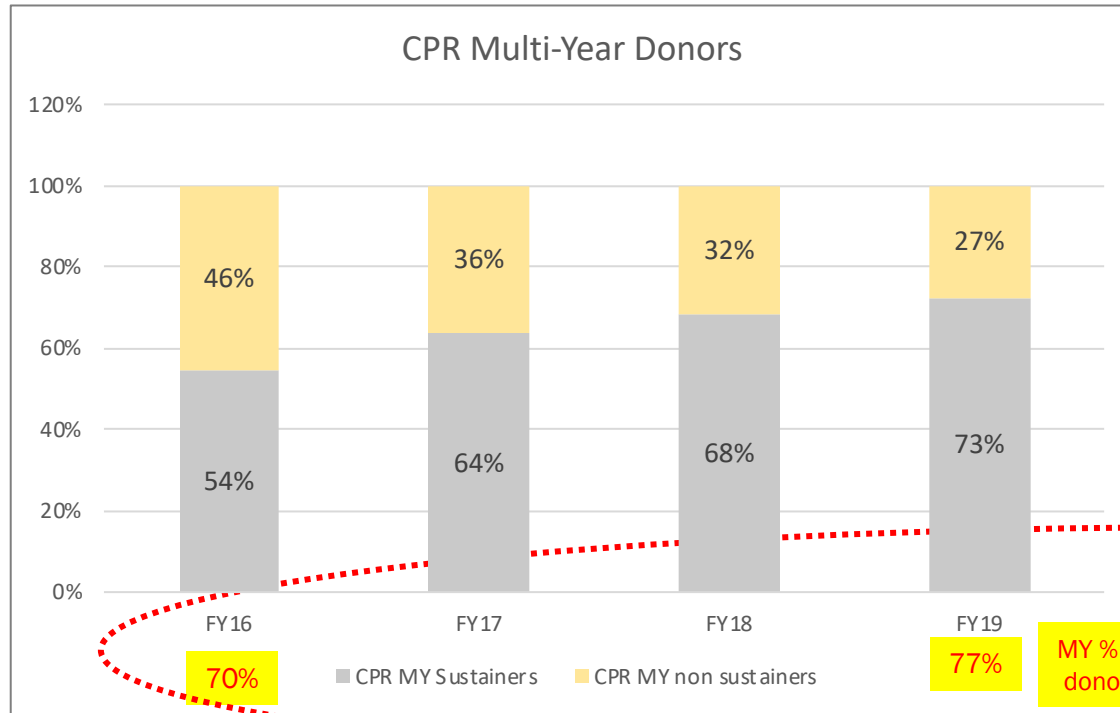
Decline in acquired and rejoin donors via pledge/on-air disrupts the growth trajectory.

KJZZ



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Key Performance Indicators Multi-Year (retained) Donor Trends, FY16-19



Donor Loyalty

Portion of retained donors giving as sustainers has increased by conversion of existing donor populations.

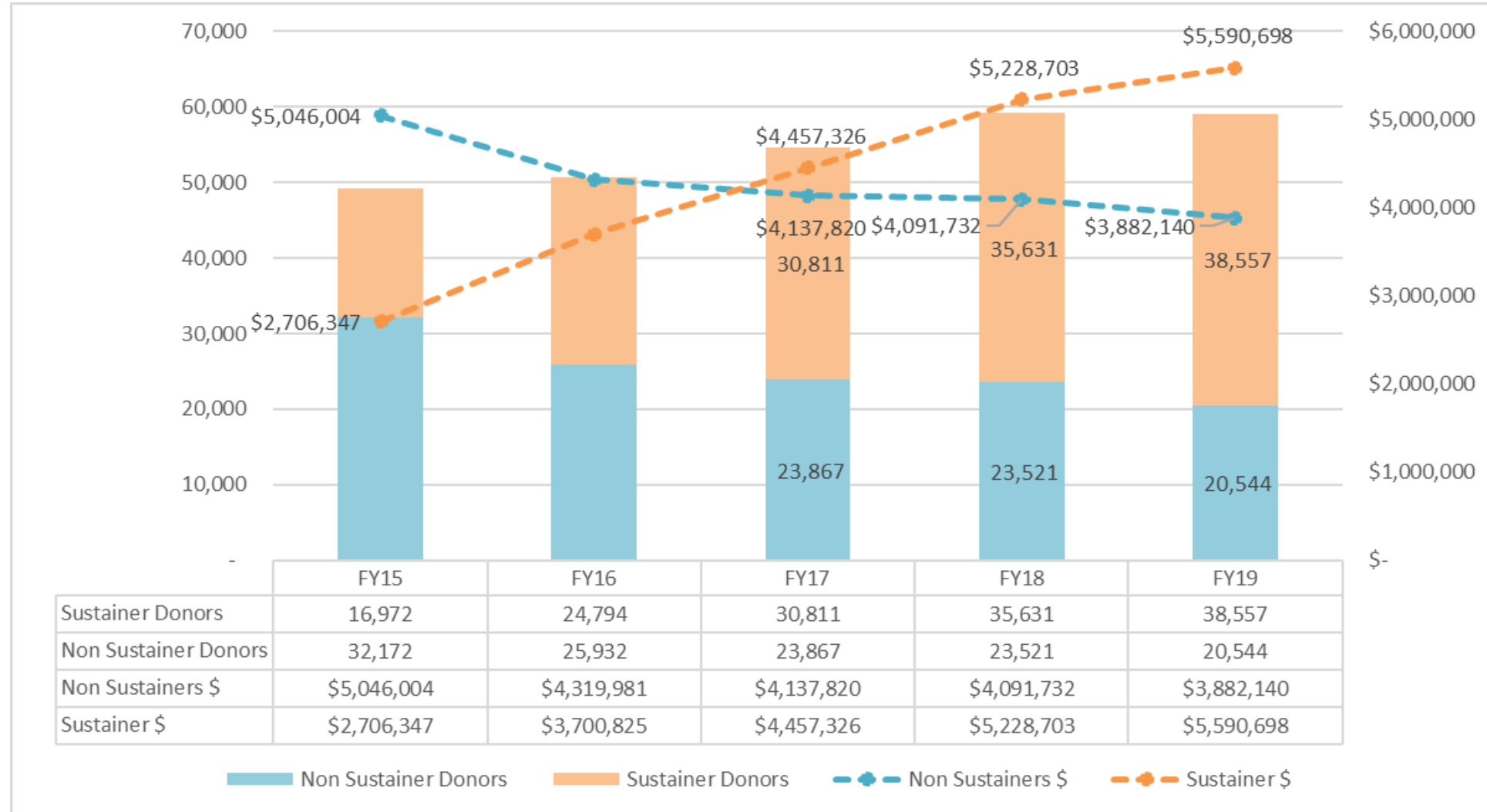


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Value Development Census & Income, FY15-19

Bifurcation of Donor Base

As the sustainer gap widens, a new norm is galvanized – with significantly greater stability.



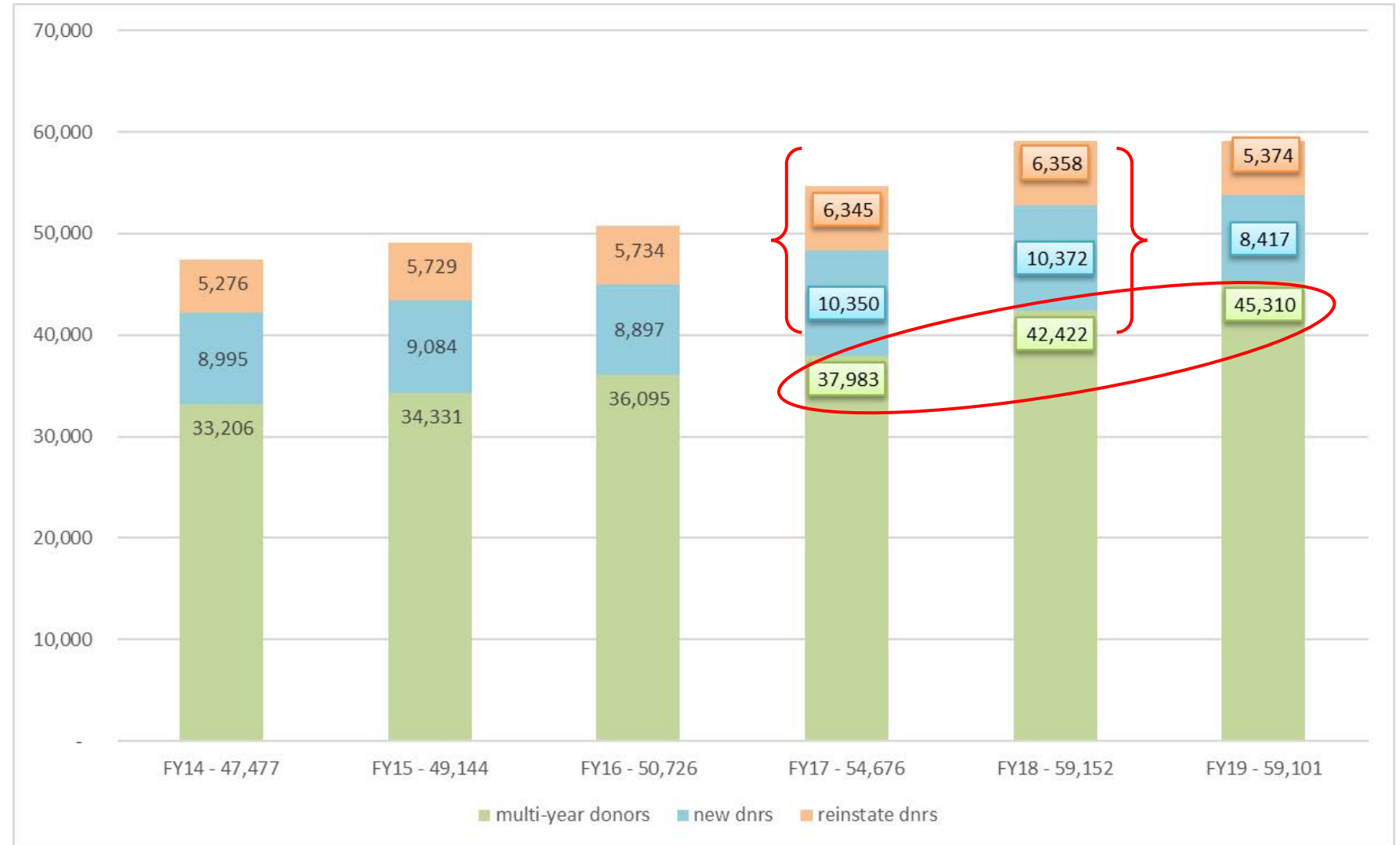
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File Stability

Donors with gifts made 0-12 months, FY14-19

Shore Up Base of Support

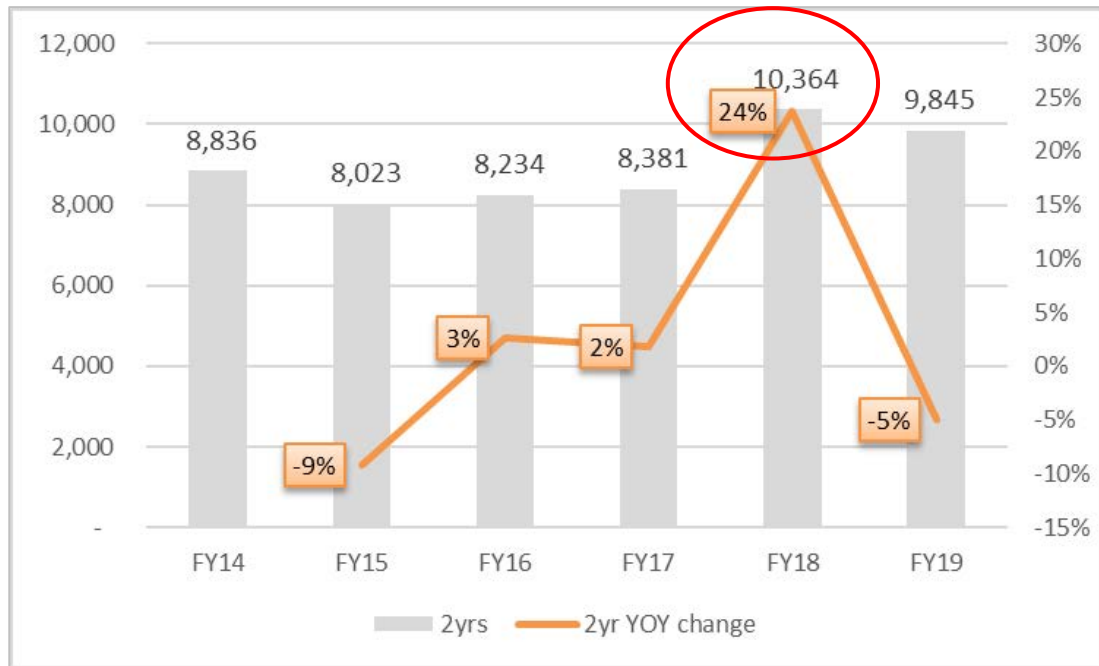
Infusion from back to back years of new and rejoin growth combined with a strong sustainer foundation results in stronger overall base.



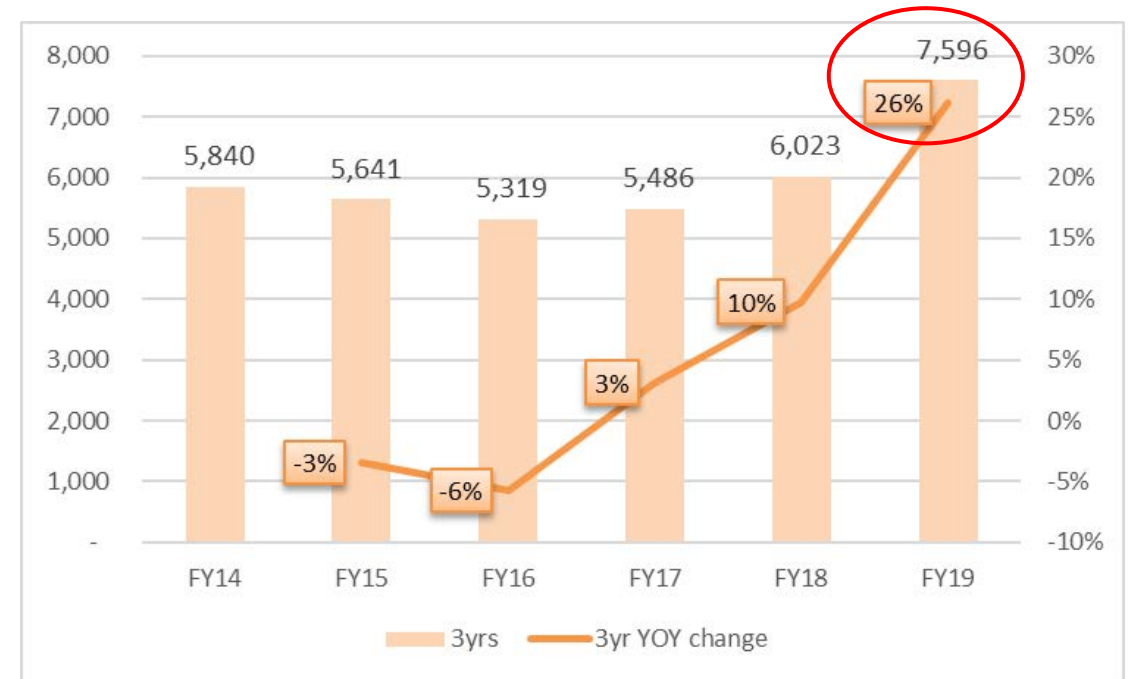
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File Growth
Year over Year % Change, FY14-19

2-year Donors



3-year Donors



Mapping Growth

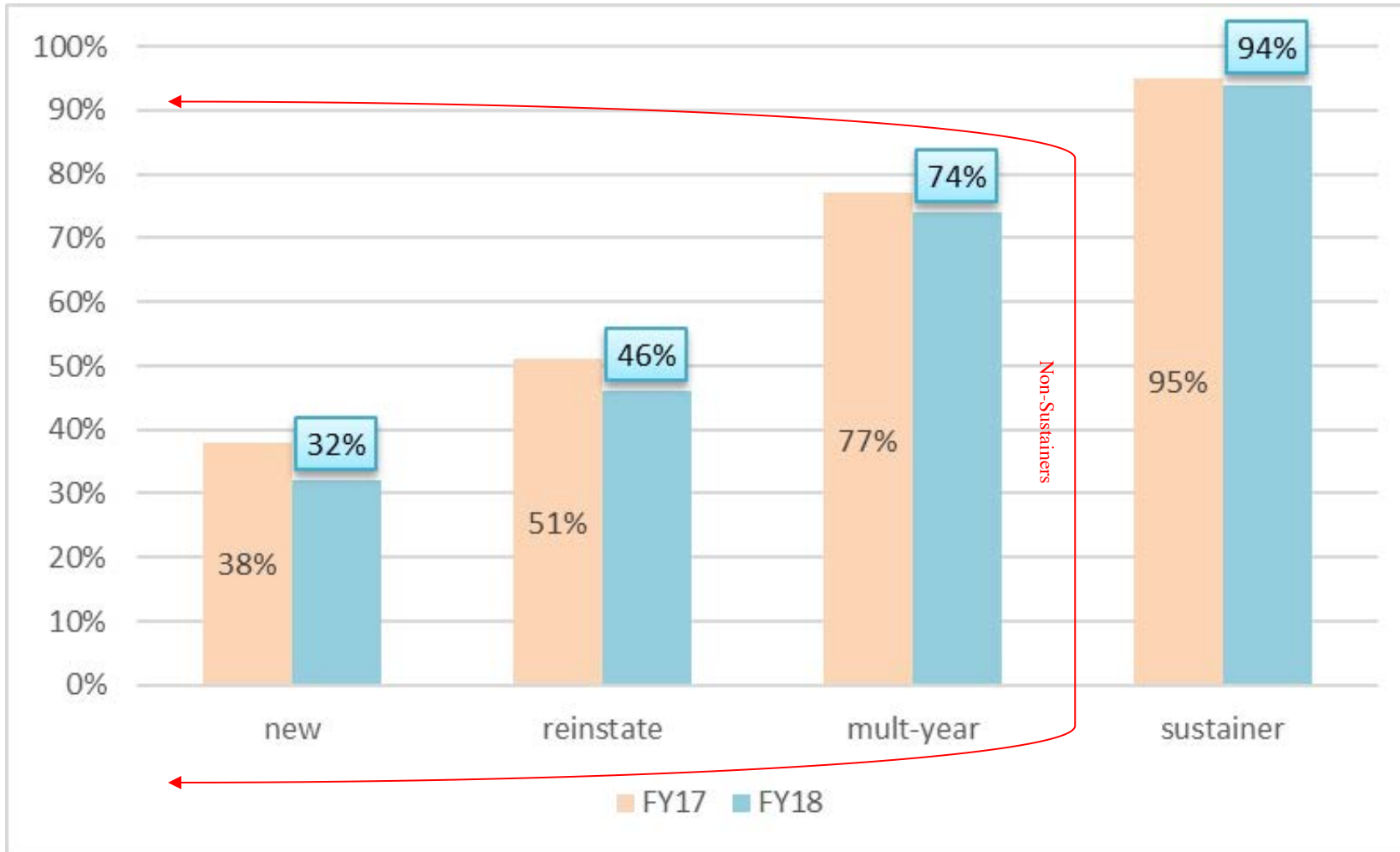
Tracking of donors giving by consecutive years illustrates the donor continuum's ebbs & flows resulting from pipeline efforts.



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Donor Retention

Non-Sustainers & Sustainers, F17-18



Sustainer-Moat

Retention rates remain healthy for all donor relationships, with more volatility to be expected from new and reinstate.



Mary Daly
President of the Federal
Reserve Bank of San
Francisco

Quantitative Measurement: ...eventually you run into the wall that is, the data aren't the answers. They're part of the answer, but they're not the complete picture.

About People: ...because if we simply study things as data points from a satellite perspective, we will lose some of the context.

American Dream:... its about opportunities...leverage and amplify the things that work; fix and boost the things that don't work.

Freakonomics podcast – September 25, 2019, Fed Up (Ep. 390)



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