

PBS Sustainer Toolbox

How to Introduce Sustaining Memberships in TV Pledge Campaigns

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Funded by a
Next Generation Pledge Grant

Table of Contents

Table of Contents	2
Project Description	3
Executive Summary	4
What is a Sustaining Member and Why Do We Want Them?	4
What Should a Station Do First?	7
The Next Generation Sustainer Project Results	8
Station Tools	8
Data Analysis: If You Ask for Sustainers, You Get Sustainers	9
KPBS: A Case Study of the First Year of Sustainers in TV Pledge	10
Sustainer Challenges from a Web Administrator	10
Sustainer Challenges from the Fundraising Data Coordinator	16
Sustainer Style Notes from a Spot Producer	Error! Bookmark not defined.
Sustainer Challenges from the Premium Manager	18
Appendix	19
Appendix A - Sustainer Scripts for TV Pledge	19
Appendix B - Data from Participating Stations	26
Appendix C - Sample Telephone Scripts.....	32

Project Description

KPBS Public Television in San Diego worked with six other PBS stations around the country during an eight-month period (May – December, 2012) testing various strategies around sustaining memberships. The project was led by Maura Daly Phinney, KPBS Senior Producer and On-Air Fundraising Manager. The goal was to determine some best practices for promoting sustaining memberships during TV pledge campaigns. We experimented with scripting, production techniques, premium levels and challenge grants.

For purposes of this study, we decided that we would promote monthly giving levels for sustainers. The stations also agreed on several parameters:

- Sustaining memberships would be offered during pledge breaks and viewers would have the option of either calling the station pledge number or signing up on the station web site.
- Stations had to be set up to take both credit cards and bank account information via Electronic Funds Transfer (EFT).
- Premiums would be offered at two levels – a “one-time contribution level” and a “sustainer” level. All of the premium levels would be divisible by 12 to make it easier for viewers to understand (for example, \$5 a month/\$60 or \$10 a month/\$120).
- Each station already had an existing sustainer program and was responsible for integrating the TV pledge sustainers into their own specific phone script, data processing and internal databases.

At the end of 2012, the stations worked with Target Analysis and TRAC Media to analyze the preliminary data that was collected. It was clear that if you ask for sustaining memberships during TV pledge, you will get them – a lot of them. The challenge for stations is to have the systems in place to effectively process sustaining memberships and to cultivate them long-term.

Executive Summary

What is a Sustaining Member and Why Do We Want Them?

A sustaining member is someone who signs up to make an ongoing contribution of a certain amount with no pre-determined end date. There has been a great deal of research over the years at public radio stations with long-term sustainer programs proving that the value of a sustainer is four times that of someone who makes a one-time contribution. Most of this increased value is due to the fact that you do not have to renew members making on-going contributions and that most continue giving year after year. In fact, sustaining members typically have a **renewal rate of 80% - 90%**! Put simply, traditional members have to take an action in order to renew their membership, whereas those making sustaining donations have to take an action in order to stop renewing their membership. As a result of their vastly increased renewal rates, sustainers give more per donor than other contributors and they have a greater lifetime value to the station.

Sustaining members also request fewer premiums than one-time contributors, saving the station money on premium fulfillment. In addition, we found a strong level of sustainer support in core programs that were traditionally considered weak in pledge performance. For example, some of our strongest sustainer results during this test were in the PBS NewsHour, Nature, Antiques Roadshow and Masterpiece.

But, what was perhaps more surprising is that you can also acquire sustaining donors during other types of pledge programming like music and self-help. The main requirement is that you have to offer premiums at sustaining membership levels, (for example, \$10 a month) and these need to be shown on screen as an option for viewers.

Another interesting finding was that you can acquire NEW members as sustainers for the very first time. Conventional thinking was that most people who become sustainers were already members, but this was in fact not true. The new member rate was between 30-50%. The following chart shows the difference in renewal revenue between acquiring 3,000 sustainers over the course of four fiscal years versus acquiring 3,000 one-time donors during TV pledge.

Comparing Renewal Revenue - Sustainers vs. Non-Sustainers

Sustainers					
Sustainers	Year One Renewal	Year Two Renewal	Year Three Renewal	Year Four Renewal	Five Year Total Revenue
Retention rate	85%	80%	75%	70%	
Member count	2550	2040	1530	1071	
	\$306,000	\$244,800	\$183,600	\$128,520	

Non-Sustainers					
Non-Sustainers	Year One Renewal	Year Two Renewal	Year Three Renewal	Year Four Renewal	Five Year Total Revenue
Retention rate	23%	70%	70%	70%	
Member count	687	481	337	236	
	\$82,440	\$57,720	\$40,440	\$28,320	

Revenue Difference: \$654,000

Assumptions

Average Contribution:	\$120
Total Number of Members:	3,000

Note: During the test period, KPBS did acquire 3,000 sustainers. The retention rates are based on public broadcasting stations with long-term sustainer programs.

One of the biggest challenges for introducing a sustaining membership program during TV pledge is the timing. The following chart shows a typical scenario if you start at the beginning of your fiscal year. There will be a decrease in membership revenue in the first year. But, by the second year, revenue will increase.

The First Fiscal Year - Revenue Comparison

Campaign with Sustainers						
	Total Pledges	Sustainers	One-Time Contributor Fiscal Year Revenue	Payments in Fiscal Year	Sustainer Fiscal Year Revenue	Total Revenue
August	3,462	519	\$353,160	11	\$57,090	\$410,250
December	4,015	1,004	\$361,320	7	\$70,280	\$431,600
March	4,015	1,004	\$361,320	4	\$40,160	\$401,480
June	2,008	502	\$180,720	1	\$5,020	\$185,740
	13,500	3,029	\$1,256,520		\$172,550	\$1,429,070

Campaign without Sustainers						
	Total Pledges	Sustainers	One-Time Contributor Fiscal Year Revenue	Payments in Fiscal Year	Sustainer Fiscal Year Revenue	Total Revenue
August	3,462		\$415,440	11	\$-	\$415,440
December	4,015		\$481,800	7	\$-	\$481,800
March	4,015		\$481,800	4	\$-	\$481,800
June	2,008		\$240,960	1	\$-	\$240,960
	13,500	-	\$1,620,000		\$-	\$1,620,000

Revenue Difference: (\$190,930)

Assumptions

Total Contributors:	13,500
Average Contribution:	\$120
Sustainer %:	25%

What Should a Station Do First?

The most important step a station needs to take before launching into a sustainer program on TV pledge is to bring together all of the people at the station who will be involved. There are lots of moving parts with sustainers and it affects several departments.

- **Management** needs to understand how sustaining memberships will be integrated into the TV pledge plans and be supportive of the idea.
- The **finance department** needs to understand how sustaining memberships will affect the budget. There are significant cash flow issues that need to be addressed before the pledge drive starts. For example, if 20% of all of your pledges come in as sustaining memberships, then the immediate cash deposits will be down approximately 18% because the station will only have received one monthly payment from the new sustainers. So, for many stations, it will make the most sense to launch a big sustainer push at the beginning of a fiscal year.
- The **phone service and volunteer operators** have to be prepared for the change. This includes revising your telephone script and training your operators and call service on the new processes.
- The **database managers and membership service team** will have to decide how the back-end operations will work. This may include revamping your operations to handle the new processes.
- **Premium fulfillment** will also need to be addressed. All of the stations in this project decided to immediately fulfill on the premium if someone signed up to become a sustainer. So far, we have found very few sustaining members getting their premiums and then cancelling their membership and most of these are because of a change in the member's personal financial situation, not an attempt to game the system and get a free DVD or book. But stations should assess their comfort level of risk with this.
- The **production department** will have to be prepared to create new scripts, graphics and perhaps spots for use in local pledge breaks. At the moment, there are a very limited number of national pledge breaks with sustaining messages and premium levels. **But beginning with the August 2013 membership campaign, PBS Pledge Events will include sustainer messaging and monthly donation levels when describing pledge levels. Stations will need to have procedures in place by July 1, 2013 to be able to process sustaining contributions.**

The Next Generation Sustainer Project Results

Station Tools

Sustainer Spots: KPBS produced two (:30) sustainer spots and these were originally sent to the test stations for use. One focuses on “How” to become a sustainer and the other one focuses on programming and “Why” people should become a sustainer. The stations used them in their June pledge drives and then the spots were sent to PBS headquarters and distributed to all stations in Fall, 2012.

Sample Scripts: KPBS and the test stations also began experimenting with scripting. It can be a challenge to explain clearly what a sustainer is in a (:60) script. What we found most effective was to always say, “ongoing monthly contribution” so there is no confusion about it being a 12-month installment plan. We incorporated language about how the sustaining membership would “continue unless you ask us to cancel it”. We also emphasized that it was “easy and affordable” and pushed the fact that people “would never have to worry about when it is time to renew their membership”. We did not promise that people would stop receiving mail from us, because sustainers still do get some mail every year. Appendix A of this report includes seven pages of sample scripts that were developed by the test stations.

Virtual Pledge Breaks: KPBS produced a series of sustainer virtual pledge breaks for the PBS NewsHour; Nature: Hummingbirds; Billy McLaughlin: Starry Night with Orchestra Nova and Rick Steves’ Europe. If you would like to receive copies of any of these breaks for broadcast on your station, contact Maura Daly Phinney, KPBS Senior Producer and On-Air Fundraising Manager at mphinney@kpbs.org or (619) 594-2107.

Sustainer Revenue Calculators: The charts shown in the Executive Summary section are available as Excel spreadsheets so that stations can put in their specific renewal rate information and average pledge data. They will be posted to PBS Connect in February, 2013.

Data Analysis: If You Ask for Sustainers, You Get Sustainers

The test stations have done some preliminary data crunching and there are several positive trends that we can report at this time.

- You can attract **new members** to become sustainers. You are not just converting current members.
- Overall, sustainers request **fewer premiums** and this will save stations on fulfillment costs.
- Sustaining memberships attract a **younger demographic** than traditional memberships and significantly more women than men.
- There does not seem to be a significant percentage of people who sign up to become sustainers and, once they get their premium, cancel their membership.
- A higher percentage of people **use the web** to become sustainers. This also saves stations money.
- **Viewers understand** the sustainer idea and many of them are enthusiastically embracing it.

One of the goals of this project was to determine whether certain shows or genres of shows would attract more sustainers. To test this, KPBS produced a series of sustainer pledge breaks for several shows: the PBS NewsHour; Nature: Hummingbirds; Billy McLaughlin: Starry Night with Orchestra Nova and Rick Steves' Europe. Each of the test stations aired one or more of these sustainer pledge breaks. In addition, they produced their own local breaks around a variety of other programs, including Masterpiece and the PBS kids' programs. Overall, the results were mixed. There seem to be some indicators that certain core programs, like the PBS NewsHour and Masterpiece, do get a higher percentage of sustainers. But, there were also some non-core programs that also had good results as long as there was a strong premium offered at a sustainer level. There are several charts about specific show results in Appendix B.

KPBS: A Case Study of the First Year of Sustainers in TV Pledge

KPBS began to promote sustaining memberships during a few shows in our March 2012 TV campaign. We wanted to work out the kinks in the production techniques and also find out how we would integrate the pledges into our existing sustainer program. There were significant challenges that spread throughout the membership department. But, over the course of the nine-month test, KPBS acquired 3,000 sustainers, which far exceeded our expectations when we began.

Sustainer Challenges from a Web Administrator

Sustainer issues with the web can be divided into two issues: design and architecture. The architecture limits the design choices, so I'll start there. We use Convio and EFT Corporation to process our credit card and bank account sustainer contributions respectively. At the beginning of the transition to focusing on sustaining members, we had planned to use EFT for all sustainer contributions. Unfortunately, EFT informed us that they were not PCI-compliant, so we were forced to switch to Convio for credit card transactions.

There are a number of challenges when using Convio. The way Convio is set up requires us to have three different forms to process online contributions – one for sustaining members (a donation form), one for one-time contributors that want a premium (an eCommerce store) and one for one-time contributors that don't want a premium (a donation form). We have not found a cleaner way to present these options in Convio without making the user experience a lot more frustrating. In Convio, the sustainer donation form does allow premiums, but it doesn't offer any options for allowing users to easily search through the premiums. They have to choose a contribution level and then select a premium from a drop-down. Also – and this is a huge problem – Convio doesn't allow any way to track inventory of premiums on a donation form. This means that any tickets we offer on the sustainer page have to be very closely tracked.

The main problem with EFT Corporation is that any changes to the form can't be made in house. Any time we want to add or remove a premium we have to email EFT and ask them to make the change. This can be nerve-wracking when that premium is a ticket that we have run out of. Fortunately, the vast majority of people prefer to give by credit card rather than bank account, so this form is not

heavily trafficked.

Given that we have to send people to four different forms in order to get money from them, we have experienced a number of challenges in figuring out the design of the user experience. Originally, we wanted to place two buttons on our home page – one that said something like, “Make a one-time contribution” and the other that said something like, “Become a sustaining member.” However, there was a lot of resistance from our web department to this plan, both because it would require more real estate on our homepage and because we could not come up with any text and graphics combination that could explain the difference between the two types of giving in the space the size of two buttons. Therefore, we stuck with one button that says, “Support KPBS Today” and “Give Now.”

The “Give Now” button takes users to a landing page. We went back and forth between two options when designing this landing page. We originally chose “back,” but apparently should have gone with “forth.” The option we tried first was an attempt to follow the number one rule recommended by the web community – get users from the beginning to the end of the process in as few clicks as possible. We clearly did not listen to the other rule – keep it simple, stupid. We placed all four options on the landing page. We split them apart into two sections: “Sustaining Contribution” and “One-Time Contribution.” On the sustaining side, we had two options: credit card and bank account. On the one-time side, we had two options: receive a thank you gift and receive no thank you gift. Our graphic designer made some nice icons for each of them and we thought it looked quite clean and nice.

We were wrong. Dead wrong. One of our trusty web people later came to us and showed us that only 56% of people were making it past the landing page. And the average time people spent on this page was two minutes. Clearly, we had created a system custom-designed to confuse people.

Before

Join or renew with KPBS in minutes!
The first step is to choose what kind of contribution you would like to make to KPBS. Please choose one of the four options below.

I would like my contribution to be:

Monthly (Sustaining Membership)	One-time
 using my bank account. Give now >	 and receive a thank you gift. Give now >
 using my credit card. Give now >	 and choose no thank you gift. Give now >

HAVING TROUBLE? Just call 1-800-575-5727 to make your contribution. Contact Us | Privacy Policy
KPBS Public Broadcasting 5200 Campanile Drive, San Diego, CA 92112

- Four options that didn't match logically → becomes a cognitive barrier to completing your intended action of donating
- Asking you to make a decision about how you wanted to pay – before you're ready to pay



After: Average Time on Page Cut Nearly in Half to 32 seconds

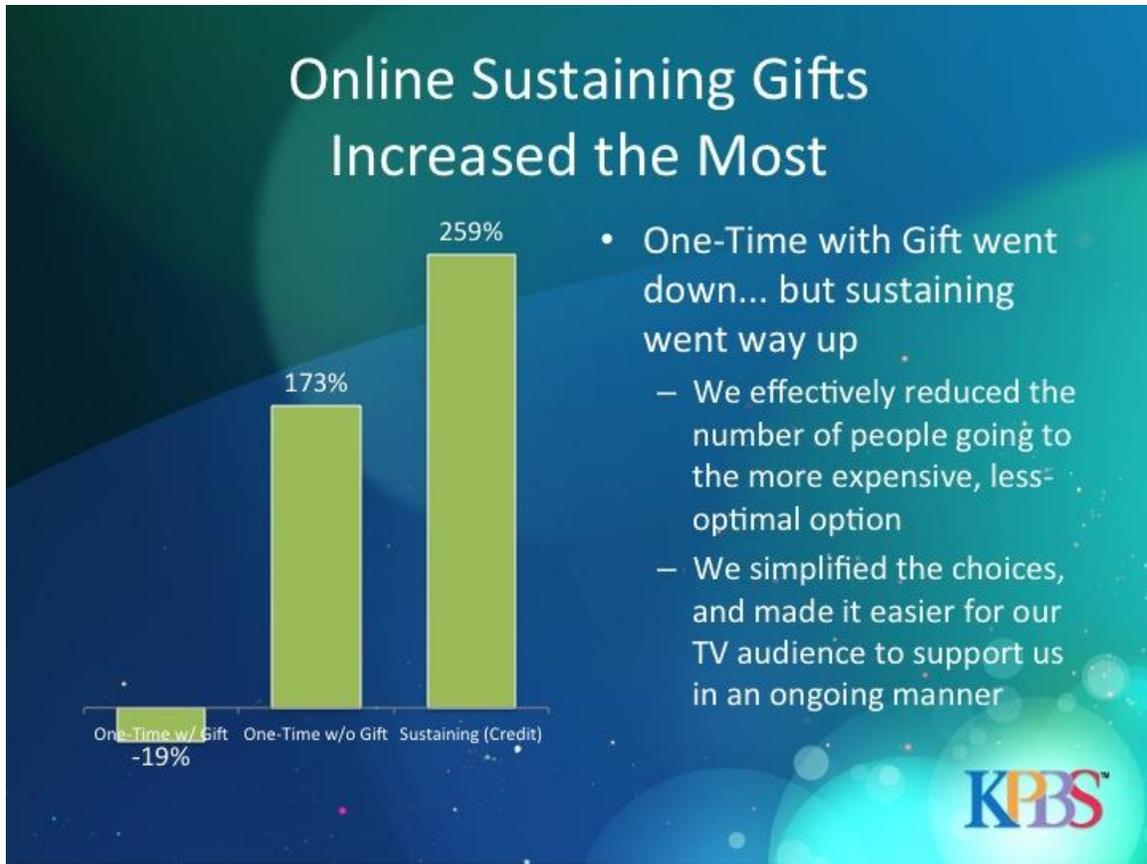
How would you like to give?

MONTHLY CONTRIBUTION SUSTAINING MEMBERSHIP GIVE NOW >	ONE-TIME CONTRIBUTION GIVE NOW >
--	--

HAVING TROUBLE? Just call 1-800-575-5727 to make your contribution. Contact Us | Privacy Policy
KPBS Public Broadcasting 5200 Campanile Drive, San Diego, CA 92112

- Two options:
 - Monthly
 - One-Time
- Sustaining clearly labeled
- Quicker decision: do you want to support us on an ongoing basis, or just once?
- Less confusion





Next, we switched to Plan B. The landing page now has just two buttons on it – “Monthly Contribution – Sustaining Membership” and “One-Time Contribution.” The first button takes the user to the Convio (credit card) sustainer donation form. At the top of this page is a link that users can click on if they want to switch over to the EFT Corporation (bank account) sustainer donation form. The One-Time Contribution link takes users to the Convio eCommerce form. On this form, we have included a link that says, “click here to choose no gift.”

This has increased the number of clicks that it takes the user to get from the beginning to the end of the donation process. However, it has dramatically decreased confusion – only 11% of people ditch out of the landing page now – and our web revenue has increased significantly.

An addition we made early in the process was to require users to check an “I accept the terms of the agreement” checkbox, which is below a description of how sustaining memberships work (specifically that they remain in effect until you cancel them). We believe that the better informed users are on what they are getting into, the less chance we will have of being asked for refunds.

Here is the language we use:

TERMS OF AGREEMENT Your authorization to charge your credit card shall remain in effect until you notify KPBS that you wish to end this agreement and KPBS has had a reasonable amount of time to act on your request. A record of each payment will be included on your monthly credit card statement and will serve as your receipt.

Please note that as your card's expiration date approaches, KPBS will advance the expiration date by one year so that your contribution can go on working hard to support KPBS programs. If you prefer to have your contribution originate from a different card, or if you would rather participate via your checking account (which results in lower expenses for KPBS, making your gift stretch even further), please contact us at (619) 594-6983.

Your annual membership is ongoing. You may suspend your on-going monthly payments at any time by calling (619) 594-6983 or faxing a note to (619) 594-3812.

You may also increase or decrease your on-going monthly payments by sending written authorization to: KPBS Sustaining Member Program, 5200 Campanile Drive , San Diego, CA 92182-5400.

** I agree (box must be checked)*

The ideal situation (which we are far from reaching) is to have one form to rule them all – sustainers, one-time contributions, thank you gift, and no thank you gift. In the ideal world, the experience would feel a lot more like Amazon. Images of featured items – items from the program currently on the air and some station logo items – would be the first thing users would see after clicking the “Give now” button. The user would choose a thank you gift from the featured items, search through the rest of the catalog and choose one, or choose to receive no thank you gift. They would then be asked to choose how they want to give. The default option would be to give as a sustaining member, but this could be changed by the user.

Finally, they would fill out their name, address, credit card information. All of this would be completed on a one-page form that responded dynamically to the user's selections. For example, if the user chose no thank you gift, then the thank you gift section would disappear and shorten the rest of the form. If the user chose to make a one-time contribution, then the terms of agreement for a

sustaining member would disappear, shortening the rest of the form.

For more information about the web issues, please contact: Andy Trimlett, KPBS Producer at atrimlett@kpbs.org or (619) 594-8261.

Sustainer Challenges from the Fundraising Data Coordinator

The main challenge that we faced was the ability to cope with a different “ask” on TV and the handling of the resulting data. The language used in the scripts over the air was not reflected immediately in the script used for gathering contributions or in the training that was imparted to the phone reps taking those calls.

Beyond semantics, the technology back-end needed to be able to process and accept correctly the data coming in. KPBS uses Teledirect’s proprietary software to process contribution calls and so the resulting file, a .txt or .csv, needs to be mapped correctly so that all the corresponding labels are also correctly mapped for upload.

KPBS uses a PB4 file to upload data into our Team Approach database. Each contribution, or pledge, needs to have the correct classifications attached to it to be clearly identified as a sustainer and correctly shuffled through the correct process. Processing is done by TRAC Media’s Pledge Automator, so the pledge automator needs to be reprogrammed to match and provide the correct classifications, payment methods and monthly amounts that will result from the new influx of sustainer pledges.

This new setup in the pledge automator will change your resulting PB files a little, so you need to be sure that it will be uploaded correctly. There was much trial and error in getting everything working together:

- The script to drive the calls
- The resulting files from Teledirect with the information labels
- The resulting PB4 file from the pledge automator to make sure all those labels got transferred correctly as classifications and that they live in the right place.

The next step is all about determining how to manage the confirmation letters that are produced and the changes that need to be made to those letters to address any potential legal issues.

We also added a line in the script to ensure that people understand what they are agreeing to. This is it:

I am going to read you the terms of agreement for ongoing monthly Sustaining Members. This covers both credit and bank account transactions. After I read this, I'll ask you to confirm that you agree.

Your authorization to charge your credit card or bank account every month will continue until you notify KPBS that you wish to end this agreement. KPBS will need a reasonable amount of time to act on cancellation requests. A record of each payment will be included on each monthly credit card statement and will serve as a receipt. If you are using a bank account, we will send an authorization form in the mail. That form will need to be sent back with a voided check or deposit slip from the bank account that should be used. Do you agree to these terms?

Call Center

Prior to starting promotion of our sustainer program on the air, we sent a detailed list of instructions to the call center to explain exactly how the sustainer program was handled. Unfortunately, these instructions were not fully implemented by the call center.

During the summer, we received a higher-than-normal level of complaints from members. We decided to listen to recordings of about 100 calls from our phone service and identified a large number of problems with the way the calls were being handled – especially with regard to sustainers. We were able to work with the call center to resolve these issues, but it took some time and we would not have been aware of the extent of the problems had we not listened to recordings of our calls.

As a result of this experience, we strongly recommend listening to recordings of your call center's conversations with your members after any major change to monitor their understanding of sustaining memberships.

For questions about data, please contact, Gabriel Guido O. Fabila, KPBS Fundraising Data Coordinator, at gfabila@kpbs.org or (619) 594-2391.

Sustainer Challenges from the Premium Manager

One of the challenges I faced in the premium department with sustaining members (which our department refers to as sustaining givers) was the confusion of codes. We created different codes for the same premiums in Team Approach when they were being offered at different levels (at a lower level for SG as incentive). At first, I was creating different variations of the five-letter code we are accustomed to creating and that became challenging because it created too many similar codes within the same pledge offer or completely different ones when my options were limited in Team Approach (because the code I was trying to use already existed in Team Approach for another premium). In the end, we decided to create longer codes for the sustaining giver premium level option by adding "SG" at the end of the non-sustainer code. Although having the "SG" at the end of a sustaining giver code made it clearer, we still had the issue of having too many codes for a particular program and premium. So we decided to keep the pledge levels the same for sustaining givers and one-time givers as much as possible. In these cases, the differentiation was done in the back end (by source code or program code).

Another challenge was keeping track of all the premiums in house with the various codes and having to adjust or move inventory around between codes. It really was tedious, but when the option for Forest Direct was available, I used them to direct ship and that helped avoid some confusion. And when it was time to place orders, I had to make sure I checked both premium codes to order the correct amount.

Also, creating the premium list we use as a reference became difficult to keep organized and easy to understand by all those who referenced it. We finally decided to separate the premium list by having all sustainer options listed at the bottom of the sheet with the monthly value listed by the code (rather than the full amount).

For information about premiums, please contact Cassandra Castillo, KPBS Fulfillment Coordinator at ccastillo@kpbs.org or (619) 594-4051.

Appendix

Appendix A - Sustainer Scripts for TV Pledge

All scripts assume that the station can take sustaining pledges on the phone and on the web and also that the station can take credit cards or use bank accounts (EFT) for sustainers.

Easiest way to give:

There are many ways to give to this station, but the easiest way is to become a sustaining member. Here's how it works: you set up your bank account or credit card to make an automatic contribution every month in support of public broadcasting. You can choose any amount that works for you - \$5 a month, \$10 a month, \$100 a month. It's a lot easier on your budget because it spreads your support throughout the year. Plus, your membership will always be active – so you'll never have to worry about when it's time to renew your support. Best of all, you will be providing a steady stream of support to public broadcasting, ensuring that programs like Nature, the PBS NewsHour, and Masterpiece continue to have a place on the air. It takes just a couple minutes to set up your sustaining membership. Just give us a call or head over to our secure website.

Spread your support out:

If you've never heard of a sustaining membership before, let me tell you how it works. Instead of giving one lump sum of \$60 or \$120, you can spread your support out to a much more manageable five or ten dollars a month. The best part is that you'll never have to think about whether or not it's time to renew. Your monthly contributions will automatically come out of your bank account or credit card, so your membership won't expire. There simply isn't an easier way to do your part to keep your favorite shows on the air. It takes just a couple of minutes to set up, whether you sign up online or by phone. But, do it right now!

Invest in Programming:

You can make an investment in our programming fund right now by signing up to become a sustaining member. Instead of giving one lump sum of \$60 or \$120 every year, you can set up your credit card or your bank account to automatically contribute \$5 or \$10 a month – or any amount you choose. It's easier on your budget and it keeps WXYZ stronger by providing a steady stream of revenue throughout the year. Plus, you'll never have to worry about renewing your support for WXYZ. You can sign up now at wxyz.org. Or, give us a call at xxx-xxx-xxxx.

Your local PBS station:

Here at WXYZ, we aim to reflect the tastes and viewing preferences of the community we serve. We are locally owned and operated, and programming decisions are made right here in {City}. And that's part of what makes public television special. Call right now with your contribution. And I hope you will consider signing up as a sustaining member with an ongoing contribution of \$10, \$20 or \$30 a month. Your generous support helps WXYZ continue this service to everyone in our area. Call xxx-xxx-xxxx. Or join on our secure web site at wxyz.org.

Time to Renew:

If your mailbox keeps filling up with notices that your membership has expired, then you'll want to sign up for a sustaining membership. It's so easy – you'll never have to think about your membership again! Plus, it is a very affordable way to support this station. Instead of giving an annual contribution once a year, you set up your bank account or credit card to make ongoing monthly payments. You choose the amount – \$5 a month, \$10, \$20 – any level that works for your budget. It takes just a couple of minutes to set up your membership and then you'll be supplying a constant stream of revenue to your favorite public television programs, like Sesame Street, Antiques Roadshow and Great Performances. So please, become a sustaining member right now. Just head over to our secure website or call the number on your screen.

Most important source of revenue:

Don't let another opportunity to support this program – and this station – pass you by. The most important source of revenue this station receives comes in the form of contributions from our viewers. It doesn't take much to do your part. In fact, you choose how much to give. Whether you'd like to give a one-time contribution of \$75, \$120, or become a sustaining member with an ongoing contribution of \$5 or \$10 a month, all we ask is that you give what you can. Just go to our website or pick up the phone and give us a call.

Why Sustainer:

You've probably heard us talking a lot about sustaining members and the reason for that is simple. We want you to realize how important - and how easy it is to be a sustainer. It just takes a couple of minutes. All you have to do is decide how much you would like to contribute to this station on an ongoing, monthly basis, whether that is \$5 a month; \$10 a month or more. Then go to wxyz.org and sign up. You will never have to worry about when it is time for you to renew your membership and it is a very painless and affordable way to give to this station. Plus, it gives this station a steady source of support, so we can go back to doing what we do best - bringing you great TV! So, go to wxyz.org right now or call xxx-xxx-xxxx and tell the phone operator you want to become a sustaining member.

Best Way:

The best way to support this station is by becoming a sustaining member. You can set up a sustaining membership in just two minutes at wxyz.org. Every month, you'll make an automatic contribution of \$5, \$10, \$20 - or any amount you choose. You can pay through your bank account or your credit card and your membership will be ongoing, so there is never any need to worry about renewing. Best of all, you will be providing a constant stream of support to your favorite station. To sign up, just go to WXYZ.org or call xxx-xxx-xxxx.

Easiest Way:

The easiest way to support this station is by becoming a sustaining member. As a sustaining member, you never have to worry about renewing your support. You sign up to have a contribution automatically deducted from your bank account or credit card and then forget about it. You can choose to give any amount - five dollars a month, ten dollars, twenty dollars. It takes just two minutes to set up your sustaining membership at wxyz.org. Or, call in your support to 1-xxx-xxx-xxxx.

Nuts and Bolts:

Becoming a sustaining member is so easy. First, choose how much you would like to give every month - \$5, \$10, any level that works for you. If you would like your automatic contribution to come from your bank account, then find your account number and your bank's routing number at the bottom of your checks. If you prefer to give by credit card, then just have that handy when you sign up. The last step is to go to our website or give us a call. After just a couple of minutes, you'll never have to worry about renewing your membership again! And don't forget to ask for one of our special thank you gifts for sustaining members.

Hard to Remember:

When you watch the great programs on this station, we ask you to chip in every year with a contribution to keep your favorite shows on the air. We know that you believe in this station, but we also know that it can be hard to remember to make that contribution every year. Besides, a contribution of \$120 or \$240 all at once can be a bit daunting. That's why we are so excited to be able to offer sustaining memberships. With a sustaining membership, you set up your bank account or your credit card to make an automatic monthly contribution of \$5, \$10, \$20 - any amount that works for you. It's a great process, because it's a lot easier on your budget AND you never have to think about your membership. You can sign up for your sustaining membership in just a couple of minutes. Just head over to our website or pick up the phone and give us a call.

Why Sustaining Memberships?:

When you sign up for a sustaining membership, your bank account or credit card will make an ongoing monthly contribution every month. You can give \$5 a month, \$7.50 a month, \$20 a month - any amount that works for you. You might have heard us say that this is the way that we would prefer that you give - and you might be wondering why. Well, it's simple, really. As a sustaining member, you are providing a steady stream of revenue throughout the year, which pays for the programs that you watch every week. That reliable source of income makes it a lot easier to plan our budget. Since your membership won't expire, we can spend more of your contribution on your favorite programs and not on sending letters in the mail asking you to renew your membership. And the more sustaining members that sign up, the less time we will have to take out of our schedule for fundraising. So sign up for your sustaining membership now. Go to our secure website or head over to the phone and give us a call.

Best Programs:

From Nature and NOVA to the PBS NewsHour, Antiques Roadshow and Masterpiece, we bring you some of the best programs available on television. A big share of the funding for these programs comes from viewers like you. Of course, we welcome your contribution no matter how you prefer to give, but we have found that the easiest way for most people to give is to become a sustaining member. Instead of making a one-time contribution of \$60 or \$120, you set up your bank account or credit card to make an ongoing payment of five or ten dollars every month. Your membership will never expire, so without even thinking about it, you will be doing your part to make great television available to everyone in our community. Please, sign up for your sustaining membership now. Just go to our website or give us a call.

Pledge Breaks:

Fundraising is an essential part of what we do at this station. Pledge breaks like this one are the most efficient way to raise the money we use to pay for programs like American Experience, Frontline, Great Performances, and Sesame Street. But we can understand if you'd like to see a few less pledge breaks and a few more of your favorite shows in our schedule. Well, there is a way to help us do that - become a sustaining member. As a sustaining member, you set up your credit card or bank account to automatically contribute five, ten or twenty dollars every month. Unlike a regular membership, a sustaining membership will never expire, unless you ask us to cancel it. That means that we can spend less time on the air asking you to renew your membership and more time bringing you the best programs that television has to offer. So do your part for this station and help us put even more great television in our schedule. Sign up for your sustaining membership today. It takes just two minutes whether you give online or by phone.

Most Financial Sense:

Here's a way to support this station that makes the most financial sense: a sustaining membership. It's easier on your budget because, instead of giving us one lump sum of \$60 or \$120, you can support this station with an automatic contribution of five or ten dollars a month. And it works better for us because it guarantees a regular flow of support to our station. To set up your credit card or bank account with a sustaining membership, just go to wxyz.org and make a contribution.

Never Remember:

If you're the type of person who can never remember when it's time to renew your membership, then here's the best way to give: become a sustaining member. It takes just two minutes and you'll never have to worry about receiving letters reminding you that your membership has expired. Instead of giving once or twice a year, you set up your credit card or bank account to make automatic monthly contributions of \$5, \$10, \$100, or any amount you'd like. It is by far the easiest way to give! So please, go to wxyz.org and sign up for your sustaining membership now.

Ongoing Monthly Basis:

I want to invite you to become a partner with us, by becoming a sustaining member right now. When you contribute to this station on an ongoing monthly basis, it helps us bring you the programs you love. You can choose a monthly payment of \$5; \$10; \$20 or \$100. You get the ease of ongoing monthly payments without having to worry about when it is time to renew. Just go to wxyz.org and make a contribution.

Unwavering:

Did you know that you can spread your \$120-a-year support out to \$10 a month? With a sustaining membership, instead of giving this station one lump sum of money, you set up a payment that comes to us every month. Your membership will always be active - month after month, so your support of this station will be unwavering. To sign up your credit card or bank account for a sustaining membership, just go to wxyz.org and make a contribution.

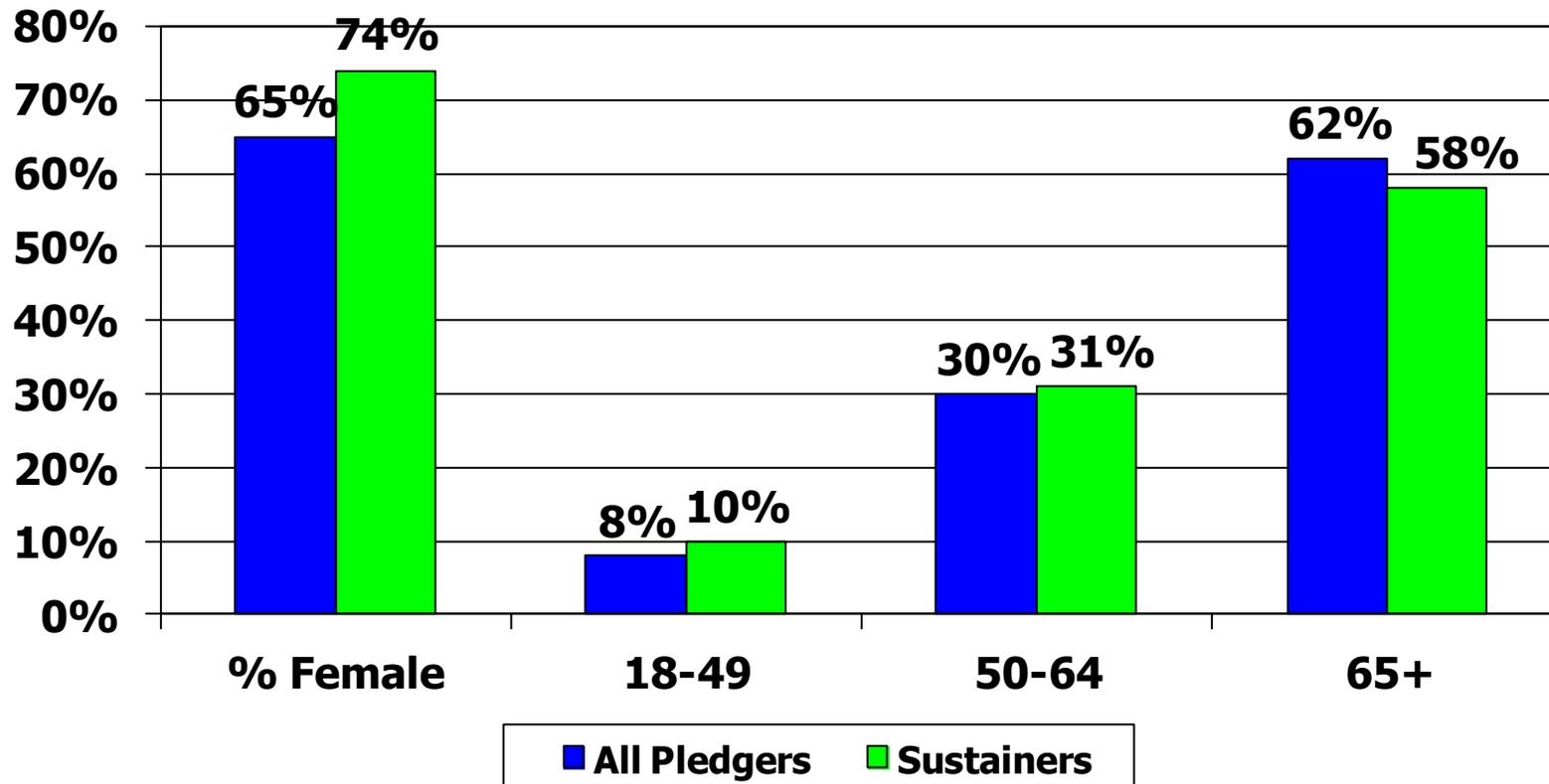
Valuable Partner:

I want to invite you to become a valuable partner with us, by becoming a sustaining member. When you contribute to this station on an ongoing monthly basis, it helps us bring you the programs that you love. You can choose a monthly payment of \$5; \$10; \$20 or \$100. You get the ease of ongoing monthly payments without having to worry about when it is time to renew. And this station gets the funds it takes to air the programs you love. Just go to wxyz.org and sign up to become a sustaining member.

Appendix B - Data from Participating Stations

The KPBS data of 1,100 sustainers who joined between September-December, 2012, showed that people who become sustainers are younger, than one-time contributors. This is a very positive trend for the membership file.

KPBS Demographics



KPBS AUGUST 2012 Sustainer % by Show

Show	Sustainers	Total Pledges	Sustainer %
Alfie Boe: Live From The Royal Festival Hall London	2	19	10.53
Andre Rieu: Homecoming	9	36	25.00
Andre Rieu: Live In Vienna	5	51	9.80
Andre Rieu: Radio City Music Hall: Live in New York	4	8	50.00
Dr. Fuhrman's Immunity Solution	3	80	3.75
Introducing Nathan Pacheco	27	103	26.21
KPBS Kids Programming	4	26	15.38
KPBS Presents	2	25	8.00
Masterpiece Mystery Inspector Lewis: The Soul of Genius	19	40	47.50
Straight No Chaser Live In New York	3	12	25.00
The PBS NewsHour	10	19	52.63
Under The Streetlamp	8	42	19.05
Vienna Boys Choir: Songs Along The Road And Time	6	21	28.57

Preliminary data showed that viewers are willing to become sustainers, even if they are a brand new donor.

Sustainers: Largest % is New

	WTTW	KAET	TPT
	616	700	2150
New	43%	54%	31%
Renew	36%	8%	29%
Add Gift	0%	18%	19%
Lapsed	21%	20%	20%

Data from WTTW found that viewers would sign up to become sustainers in a variety of different programs. But, they had the highest success rate, when there was specific sustainer messaging and sustainer premium levels.

WTTW Results by Program and Sustainer Recruitment Technique

AUGUST 2012 PLEDGE

SPECIFIC SUSTAINER MESSAGING

Pledge Date	# Sustaining Pledges	# Total Pledges	% Sustaining vs Total
ADD AND MASTERING IT!	150	619	24.2%
DR. FUHRMAN'S IMMUNITY SOLUTION	587	1640	35.8%
ED SLOTT'S RETIREMENT RESCUE	228	769	29.6%
ORANGUTAN DIARY	7	21	33.3%
PBS NEWSHOUR	28	164	17.1%

SPECIFIC SUSTAINER MESSAGING & TICKET OFFERS (Tickets not available with Sustaining Levels)

Pledge Date	# Sustaining Pledges	# Total Pledges	% Sustaining vs Total
AUSTRALIAN PINK FLOYD SHOW	4	61	6.6%
CHICAGO'S LOOP: A WALKING TOUR	16	204	7.8%
BRIT FLOYD: THE PINK FLOYD TRIBUTE SHOW	5	107	4.7%
INTRODUCING NATHAN PACHECO	4	241	1.7%
JACKIE EVANCHO: MUSIC OF THE MOVIES	17	173	9.8%

NO SUSTAINER MESSAGING

Program	# Sustaining Pledges	# Total Pledges	% Sustaining vs Total
60s Pop Rock and Soul	0	13	0.0%
Alfie Boe: Live from Festival Hall	0	73	0.0%
Blood Sugar Solution	0	10	0.0%
Doc Martin	0	77	0.0%
Doo Wop Love Songs	0	40	0.0%
Ed Sullivan's Top Performers: 1966-1969	3	129	2.3%
Julia Child Memories: Bon Appétit!	1	42	2.4%
Moyers & Company	0	9	0.0%
Oscar Hammerstein II: Out of My Dreams	5	152	3.3%
Peg & Neil Young's Concert for the Bridge School	0	1	0.0%
Remembering Chicago	0	10	0.0%
Remembering Chicago Again	0	10	0.0%
Remembering Chicago: The Boomer Years	2	77	2.6%
Rick Steves' Europe with Abandon	1	12	8.3%
Superstars of 70s Soul	0	37	0.0%
Superstars of Seventies Soul Live	3	38	7.9%
Suze Orman's Money Class	0	13	0.0%
Use Your Brain to Change Your Age	0	11	0.0%
Victor Borge: Comedy in Music!	1	46	2.2%

KAET's Sustainer Strategy – Monthly Levels in Pledge Events

KAET had a very successful sustainer plan, which resulted in 517 sustainer pledges – 29% of all of the pledges they received last year during TV pledge from March-December, 2012. In addition to offering sustaining memberships during local pledge breaks, they also offered them during the national pledge events. For every pledge event they aired, they created a graphic crawl that promoted sustaining memberships and displayed monthly levels for each of the sustaining memberships being offered in the pledge event.

As a result of this effort, they signed up far more sustainers than they would have if they only offered sustaining memberships during live breaks and airchecks. During shows that were pitched live (during which the pledge hosts made pitches for sustainers), 38% of all pledges were for sustaining memberships. During pledge events with the sustainer crawl (but no spoken sustainer messaging), 27% of all pledges received were for sustaining memberships.

Therefore, if your station has the capability to add sustainer messaging graphics to pledge events, we highly recommend that you adopt this strategy. PBS will provide graphics for its most highly used programs to allow stations to retrofit their lower third graphics.

APPENDIX C

Sample Telephone Script KAET

The first thing we do is greet the caller, and ask them what program they are calling to support. We do this because there is a good chance that we may have multiple programs airing at the same time on our 3 channels, and with DVR time shifting, you never know what program is being watched at a specific time. Once we establish the program, here is the next page:

Would you like to become a sustaining monthly donor?

If caller wants to make a sustaining monthly donation, CLICK the SUSTAINING MONTHLY DONOR OPTION checkbox!

(A sustaining monthly donor is someone who makes an ongoing monthly donation to Eight until they tell us to stop)

How much would you like to pledge today?

Would you like to receive one of the thank you gifts being offered during the program?

Then after all the information has been gathered from the caller, ie, name, address, payment method, any special instructions, we then have a confirmation page, with the following script:

You have selected the following gift(s):

(Quantity 1) - COMBO: The Heart of Perfect Health

Thank you for your generous donation, Mr./Ms. .

This is to confirm that you chose to become a sustaining monthly donor and you will be charged \$15 in MONTHLY intervals on your credit or debit card, until you tell Eight to stop.

Please allow 4 to 6 weeks for the delivery of your thank you gifts. Thank you for becoming a sustaining monthly donor and for your support of Eight!

Sample Telephone Script KPBS

Field Name

Question

Thank you for calling, my name is [OpName]. Are you calling to contribute to KPBS?

Comments:

DO NOT READ TEXT IN RED TO THE MEMBER ON THE PHONE. THESE ARE INSTRUCTIONS TO HELP YOU WITH THE CALL.

ATTENTION: Please do not make outbound calls, even if the call gets lost.

HomePhone

May I have your home telephone number, starting with your area code first please?

If member does not want to give phone number, read this: Having a phone number makes it easier to process your pledge. And we are able to flag your number to not get calls, would you like to give us your number and flag it?

ADD A COMMENT to not call the phone if member requests it

FirstName

May I have the spelling of your first name?

Please only use one name; there will be space later to add additional names if needed

LastName

May I have the spelling of your last name?

MiddleName

Would you like to add a middle initial?

Prefix

What is your title?

Please only use one title or prefix. There will be space later to add additional titles if needed.

Contribution

How much would you like to contribute?

If person on the phones mentions anything about MONTHLY CONTRIBUTIONS assume it is an ongoing sustaining contribution for the rest of the call.

MOST COMMON AMOUNTS for ONGOING MONTHLY SUSTAINING CONTRIBUTIONS.

(Minimum amount for SUSTAINING is \$5 a month.)

\$5 a month = \$60

\$7.50 a month = \$90

\$10 a month=\$120

\$12.50 a month=\$150

\$15 a month=\$180

\$25 a month=\$300

\$30 a month=\$360

\$100 a month= \$1,200

Membership

Are you a KPBS member?

Email

Can I have your email address?

PaymentType

How would you prefer to pay for your contribution?

Options:

American Express

Visa

MasterCard

Discover Card

Check/Money Order

Electronic Funds Transfer
(EFT=Bank Account Ongoing Monthly Sustaining Contribution)

If Check/Money Order:

KPBS will send you a self-addressed envelope, within 14 business days, for you to mail us your check.

CardNumber

May I have your credit card number?

CardHolder

What is the name that appears on the card?

CardExpiration

And the expiration date?

BillingAddress

What is your street address?

Or if it's already populated

Is this the correct address?

Please use only Apt, Unit, SPC, PMB to mark a unit number. DO NOT USE No, # or Number

BillingZipCode

Zip code?

BillingCity

Is that in the city of...

BillingState

And the state?

ProgramName

PLEASE SKIP TO NEXT PAGE. THE PRE-SELECTED PROGRAM IS OK AS IS. ONLY SEARCH FOR A PROGRAM IF THIS IS DIFFERENT FROM WHAT CALLER IS ASKING FOR.

PremiumCode

Which gift would you like to receive with your [Contribution] contribution today?

ATTENTION: IF THE GIFT LEVEL IS RED, IT MEANS MORE MONEY IS NEEDED TO SELECT THAT GIFT

If Premium Level < Contribution:
(Did caller request additional gift?)

If Additional Gift:
(Select additional gift)

If NO GIFT:
By not selecting a gift, your contribution makes an even bigger impact and KPBS Thanks you for that.

If Gift:
Please note that most gifts arrive in 6 to 8 weeks, depending on the manufacturer. KPBS does not offer under any circumstance RUSH shipping and ship times depend strictly on the manufacturer. IF YOU SELECTED TICKETS TO AN EVENT, they will be mailed to you approximately 2 weeks before the event.

Contribution2
Would you be willing to help KPBS by donating an additional [IfContribution>364|\$5|\$3] to cover shipping charges?

Installments
How would you like to process your contribution: Pay the Full Amount or as an Ongoing Monthly Sustaining Membership?

Options:
One Payment
Sustaining Member

Options' Follow-Up:
Sustaining Member

I am going to read you the terms of agreement for ongoing monthly Sustaining Members. This covers both credit and bank account transactions. After I read this, I'll ask you to confirm that you agree.

Your authorization to charge your credit card or bank account every month will continue until you notify KPBS that you wish to end this agreement. KPBS will need a reasonable amount of time to act on cancellation requests. A record of each payment will be included on each monthly credit card statement and will serve as a receipt. If you are using a bank account, we will send an authorization form in the mail. That form will need to be sent back with a voided check or deposit slip from the bank account that should be used.

Do you agree to these terms?

Comments:

Custom1

If the total contribution amount is \$25 or less, KPBS considers it a discounted membership.

Is this contribution ([Contribution]), less than \$25 dollars? Options=Yes,No

Custom2

Custom3

GreenMembership

Is an email only confirmation of this contribution ok with you?

Email

If Green Membership:

IF THERE IS AN EMAIL ADDRESS IN THE BOX BELOW ASK:

Is this email address the correct one for this purpose?

IF THE BOX IS EMPTY ASK THIS: May we please have your email address?

Email

If Email Premium:

May I have your email address?

Field Name

Question

WorkPhone

EmployerName

Some employers match the charitable contribution of their employees or retired employees. May I have the name of your employer or former employer for matching purposes?

If the caller asks if their employer matches, tell them you don't have that information available. But they can find out at KPBS.ORG/MATCHINGGIFT if they want to.

Custom5

Is your shipping address the same as your billing address?

DO NOT PUT THE SHIPPING ADDRESS HERE.

IF SHIPPING TO A DIFFERENT ADDRESS, USE THE COMMENTS SECTION TO ADD SHIPPING NAME AND ADDRESS.

Shipping

AddMember

Would you like to add an additional name to your contribution to KPBS?

AddFirstName

May I have their first name?

AddLastName

And their last name?

AddPrefix

(Select Prefix)

SURVEY

OnAir

If time permits, may we read your name on the air?

(ATTENTION: If there are any changes to their name to be read on air, please use the COMMENTS box to indicate this.)

Education

I would like to ask a few questions for our member survey. This information is OPTIONAL and strictly confidential and will be used to better serve our members. Which of the following groups represents the highest level of education that you have achieved?

DateOfBirth

May I have the year of your birth?

Ethnicity

What do you consider your racial background or ethnic heritage to be?

Gender

DO NOT ASK THIS QUESTION, STILL CHOOSE ONE: IS CALLER MALE OR FEMALE?

Thank you very much for supporting KPBS. Your confirmation of this contribution will be mailed within 14 working days.

Have a great day.