



# PBS | Passport SCORECARD

## SEE HOW YOU'RE DOING - AND LEARN HOW TO IMPROVE YOUR GAME!

Stations taking advantage of most of these Passport good practices are bringing in **25-65%** of all new members through Passport-driven forms. Are you getting everything you can out of Passport? Score yourself with a dozen quick questions and follow the steps on the back for help improving your fundraising efforts.



### WHAT IS YOUR PASSPORT SCORE?

ALWAYS    SOMETIMES    NEVER    POINTS

Do you clearly promote Passport on STATION.org homepage (e.g. button, hero image, and/or menu option)?	2 POINTS	1 POINT	0 POINTS	
Are all of your donation forms on STATION.org Passport-enabled (i.e. real-time activated) and do they all mention the member benefit (including both TV and radio pledge donation forms)?	2 POINTS	1 POINT	0 POINTS	
Do you utilize the 3rd carousel "hero" image on PBS.org to promote Passport?	2 POINTS	1 POINT	0 POINTS	
Are all of your donation forms on PBS.org Passport-enabled (i.e. real-time activation)? Hint: Most potential donors on PBS.org want Passport.	2 POINTS	1 POINT	0 POINTS	
Do all of your targeted Passport-enabled (i.e. real-time activation) forms default to the sustainer option?	2 POINTS	1 POINT	0 POINTS	
Do you send dedicated Passport emails (e.g. both general promotions and also major binge-watch opportunities) to prospects and/or lapsed members?	2 POINTS	1 POINT	0 POINTS	
Do you send a regular (i.e. weekly or bi-weekly) "Passport Picks" promotional emails to activated and non-activated members?	2 POINTS	1 POINT	0 POINTS	
Do you send tailored membership communications (e.g. Passport versions of email and direct mail renewal notices) to activated members?	2 POINTS	1 POINT	0 POINTS	
Do you leverage three or more fundraising channels (e.g. email, mail, social media, digital ads, print promotion, radio and pledge spots, etc.) simultaneously to promote major Passport binge opportunities?	2 POINTS	1 POINT	0 POINTS	
Do you track separately Passport-inspired contributions from each source (e.g. email vs. website link vs. Facebook ad)?	2 POINTS	1 POINT	0 POINTS	
Do you track revenue from Passport-driven donation forms separate from other revenue (like pledge or direct mail) for reporting?	2 POINTS	1 POINT	0 POINTS	
Do you analyze and make marketing and fundraising decisions based on streaming data of your Passport users?	2 POINTS	1 POINT	0 POINTS	



YOUR TOTAL SCORE



## SCORECARD RESULTS

### HOW DID YOU DO?

**16-24 POINTS:** You're raising the bar for everyone!

**12-15 POINTS:** You're on a roll — keep growing!

**<12 POINTS:** Don't wait — achieve your revenue potential!

## Improve your score and get the most out of Passport

**1**

Go to [www.PBS.org/development](http://www.PBS.org/development) to learn how to improve your Passport game. Specific recommendations for every question above and more.

**2**

Join **Passport Progress Webinar series** for up-to-the-minute data, content updates, consumer trends and technical product updates.

**3**

Use all the **Passport promotion tools available** on Source. PBS.org and myPBS.org/Passport, especially those containing new program content.

**Share your station's Passport results and questions with colleagues.**

**And be sure to thank members of the Development Advisory Committee and Passport Super User Group for their guidance, advice and continued Passport testing!**

**Contact PBS Development Services, [development@pbs.org](mailto:development@pbs.org), for more information!**