

COLLABORATIVE FUNDRAISING WEBINAR

Learn new fundraising ideas from
America's first in-market collaboration

Contributors:

Steve Williams – WBGO
Rich McLaughlin – WFUV
Eileen Delahunty – WQXR
Julie Freddino – WSHU

Deb Ashmore – CDP
Carlos Barrionuevo - PMC
Mike Henry - Paragon



TRI STATE MUSIC COLLABORATIVE OVERVIEW

Opportunity to develop collaborative operating models that leverage the collective reach of the four leading music format public media organizations in the New York City metro area.

- CPB funded project
- Participating stations represent all major public media music genres – Jazz, Classical and AAA
- Stations are national as well as regional leaders
- Executive teams are motivated by spirit of cooperation
- (Pre—Recission) Critical time to understand how strong public media stations can work together to create whole greater than individual stations



TRI STATE MUSIC COLLABORATIVE OVERVIEW

Project

Public Media Company, Paragon and CDP



Facilitation of vision and ongoing strategic discussions



Regular ongoing meetings and in person summit



Research to drive discussion

- Summarized operational information from stations
- Digital Audit
- Membership Survey
- Membership database analysis



Tools to support ongoing exchange of information

CROSS-MEMBERSHIP ANALYSIS

CDP was engaged to conduct an analysis of the collective membership of the four stations

Goals

Identify opportunities for enhanced fundraising performance and subgroups (i.e. members who support multiple stations) to target with different messaging and support coordinated new member initiatives

Outcomes

- Analyzed 75,000 members across the four organizations
- Identified overlapping members
- Differences in giving habits between the different subgroups
- Membership giving comparisons



ALL DONORS – OVERLAP ACROSS ORGANIZATIONS



Read Down

ACTIVE(12M) DONORS	NYPR	WFUV	WSHU	WBGO
NYPR	100.0%	18.6%	0.4%	20.6%
WFUV	1.7%	100.0%	0.1%	3.9%
WSHU	0.0%	0.1%	100.0%	0.0%
WBGO	1.5%	3.0%	0.0%	100.0%



Major Donors

Dual major donors = overlap donors giving \$1000+ to both orgs

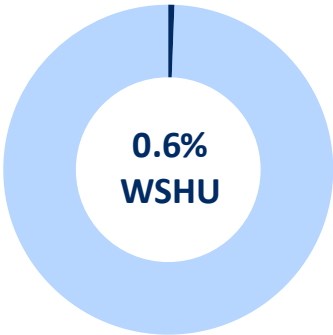
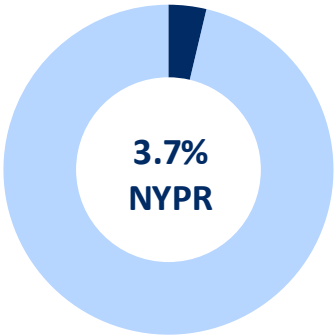
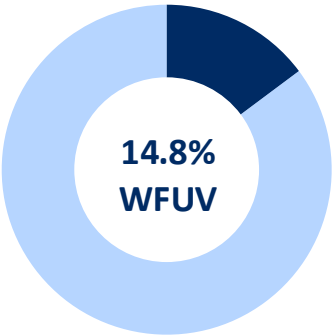
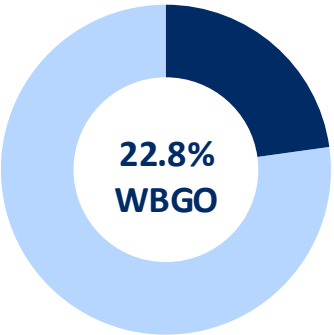


Read Down

Major Donors Across Stations	NYPR	WFUV	WSHU	WBGO
Major Donor % of File	2.6%	3.4%	3.1%	2.7%
Dual Major Donor %	1.3%	5.1%	0.5%	10.3%

REVENUE INSIGHTS

Percentage of revenue coming from overlap donors



All Donors:

WSHU: \$273
 WFUV: \$267
 NYPR: \$247
 WBGO: \$191

Average Gift Comparison

Overlap Donors:

WSHU: \$374
 WFUV: \$199
 NYPR: \$300
 WBGO: \$193



SUSTAINER OVERLAP

Dual sustainers = overlap donors giving sustainer gifts to both orgs

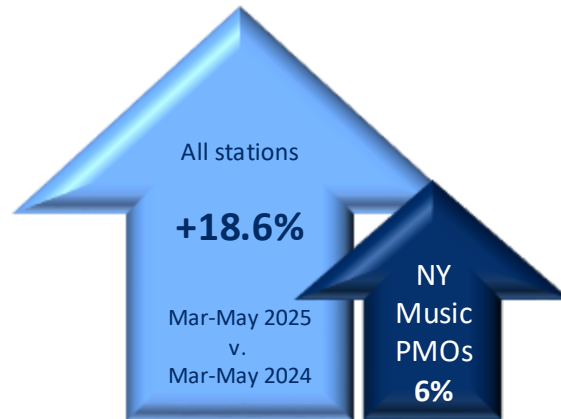
Read Down

Sustainers Across Stations	WNYC	WFUV	WSHU	WBGO
Sustainer % of File	69.7%	54.3%	35.1%	44.8%
Dual Sustainers %	2.2%	19.9%	0.3%	21.7%

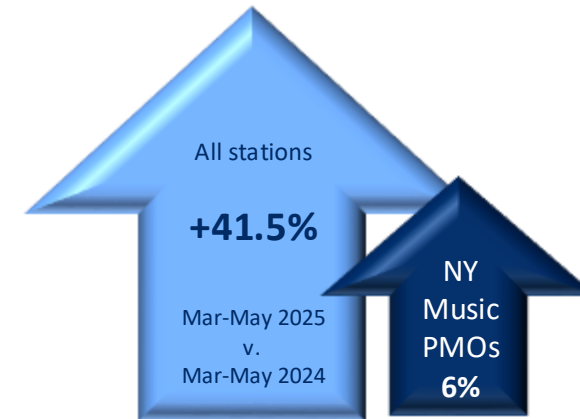
COHORT COMPARISON WITH PUBLIC MEDIA INDEX (May 2025)



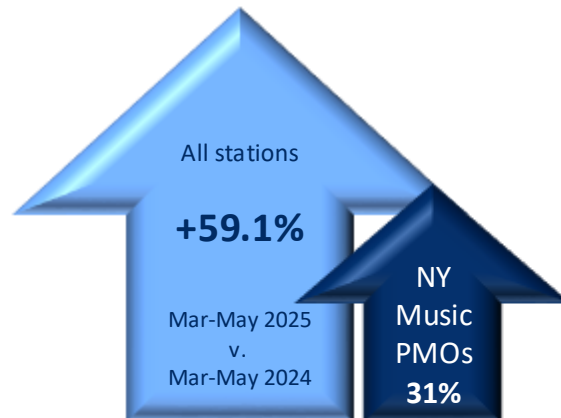
Membership Revenue



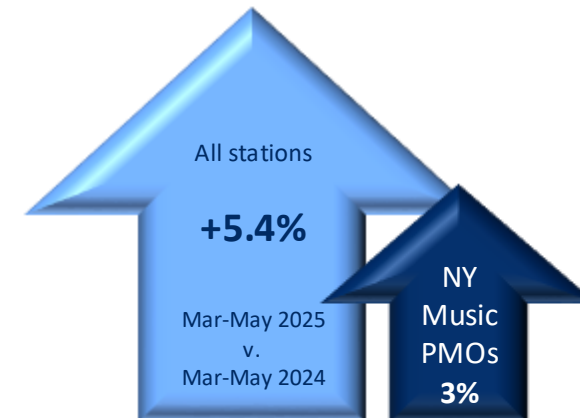
High-Dollar Gifts



New Donors



Sustainers



MEMBERSHIP STUDIES



Paragon surveyed members from all four stations to understand their interest in supporting collaborative efforts between the stations.

Methodology

Comprehensive survey of 1,200 members aged 18+

Focus Areas

Interest in collaboration, motivations for supporting joint initiatives, preferred donation methods, and desired collaborative offerings

Key Metric

59% of Members would be Very Likely or Somewhat Likely to provide a separate and additional donation to a collaborative effort between the four stations



MOTIVATIONS FOR FINANCIALLY SUPPORTING COLLABORATIVE

Motivations:



Community Support

Providing general support for public radio in my community



Music Variety

Supporting local stations that provide a variety of music types



Incentives

Receiving a gift or incentive for my contribution



Transparency

Knowing how the funds would be used



Exclusive Events

Attending exclusive local events that the stations will host as a group

Preferred Additional Donation Methods:

- To yearly renewal or current monthly donation (58%)
- Joint fund drive on all four stations (47%)
- Purchasing tickets to a local event co-sponsored by the stations (45%)



MEMBERSHIP STUDIES RESULTS

Interest in Collaborative Initiatives



70%

New email newsletter that highlights local artists and music events

- A new email newsletter that highlights kids and family music events and ways that you and your kids can participate (28% among the total sample and 67% among those with children in their household)

63%

Music festival with a variety of live music artists including jazz, classical and progressive alternative rock

- A kids and family music festival with live music and family-friendly activities (25% among the total sample and 66% among those with children in their household)

56%

Digital calendar of live music events and music activities in your local area

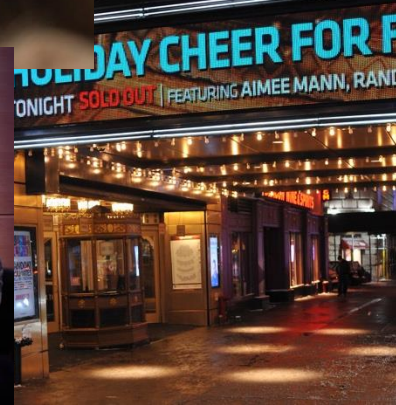
54%

Collaborative music events app



- 
- PUBLIC
MEDIA
CO.

JOINT EVENTS – “THE BIG TENT”



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