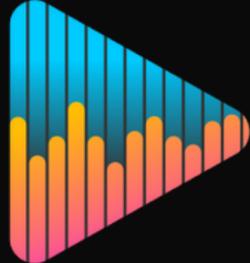


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**Building a New Public Media**

# **New Donor Membership Study**

2026

[www.teamparagon.consulting](http://www.teamparagon.consulting)

# Background

Events of 2025 drove higher new donor revenue, but how will your station retain them as long-term members? The answers live inside the minds of the new donors themselves. To that end, Paragon is providing quantitative research among new public media members that will seek to understand motivations for contributing and how to retain their giving.

## Research Overview



### New Donor Insights

Paragon's research plan defines your New Donors and tells you why they joined, and what they need from the station to keep giving.



### New Donor Strategy

An executive summary with recommendations will get to the point quickly so you can create an implementation plan specifically for New Donors.



### New Donor Results

Implement your customized New Donor strategy with past and future new members to grow revenue.

# New Donor Membership Study

The goal of the New Donor Membership Study is to learn the demographics, psychographics and motivations of new public media donors.

Using a standardized 15-minute questionnaire, the New Donor Membership Study will provide the keys to retaining recent donors.

## Key Research Questions



**Donor demographics**



**Donation motivation factors**



**Membership/Fundraising preference**



**Past public media contributions**



**Subscriptions**



**Other charitable support**



**Geographic distribution**



**Desired station offerings**

# Research Specifications

**300**

**Target Sample Size**

The final sample size is based on the New Donor response rate from your member database, with a goal of 300 New Donors

**15**

**Interview Minutes**

Interview length to ensure completion

**Interview Method:** Online

**Demographics:** Adults 18+

**Geography:** Either local New Donors or all New Donors in database

**Qualifications:** Recent donors to you station(s)

# Research Process

**Step 1**

**Questionnaire Design**

Paragon has pre-produced a questionnaire tailored to investigate New Donors

**Step 2**

**Survey Programming**

By Paragon

**Step 3**

**Email Invitations**

Your station will send an email invitation and survey link to recent donors from your member database

**Step 4**

**Data Processing**

Data coding and data processing will be completed by Paragon

**Step 5**

**Final Report**

Paragon will provide an executive summary, recommendations, and total sample results for all questions.

**Step 6**

**Report Review**

Paragon will hold a call with your station to review the report, executive summary, and recommendations.

# Consulting Services

## Mike Henry

Paragon's Mike Henry will serve as lead consultant providing:

- Project coordination
- Research oversight

Upon completion of the New Donor Membership Study, Mike and Team Paragon will provide recommendations and assist stations in building actionable steps for implementation.

## Mikel Ellcessor & Briana O'Higgins

Paragon Fundraising consultant Mikel Ellcessor and Organizational Insights consultant Briana O'Higgins will provide support, including:

- Research analysis
- Recommendations
- Ongoing consulting, if desired

# Timeline & Cost Overview

## Project Timeline

The New Donor Membership Study will take 6–8 weeks to complete.

## Research & Consulting Fee

- **\$2,500 total**

\*A customized questionnaire is available for an additional fee.

## Continued Consulting

If desired, Mike Henry, Mikel Ellcessor, and Briana O'Higgins are available to continue consulting with fees based on consulting work scope.

# Paragon Background & Qualifications

Paragon has a history of conducting public media Membership Studies for a variety of stations, formats, and market sizes.

Team Paragon consultants are 100% focused on growing public media even during these turbulent times. One of the keys will be taking advantage of the influx of New Donors that have become members in recent months.

We are a premier media research and consulting firm with multi-decade experience in commercial, public, and ethnic minority media. We have a proven background in market research, both quantitative and qualitative, and for all media platforms.

Based in Denver, Paragon performs most research functions in-house using its own personnel.

## References

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# What Makes Paragon Different

## The Experienced Team



### **Mike Henry | CEO**

Mike is a strategic advisor to many of the most successful radio stations, groups, and networks worldwide. He has consulted for major players like CBS Radio, Emmis Communications, and NPR on programming, brand development, and audience growth. Mike has been a passionate advocate of public media since starting in radio at age 18. With over 30 years of experience in the Sacramento market, he is a frequent speaker and contributor to industry publications.



### **Mikel Ellcessor | Fundraising Consultant**

Mikel Ellcessor is a media executive, coach, and not-for-profit leader. He led WNYC's local programming during 9/11, launched its podcast strategy, and pioneered individual podcast giving, raising over \$6.5M. Through his work across the US, Mikel has focused on sustainable strategies that expand public radio's boundaries to introduce it to new audiences and donors. In over 30 years of public radio and arts work, Mikel has led teams that have impacted millions and raised tens of millions to support mission-driven work.



### **Briana O'Higgins | Organizational Insights Consultant**

Briana is a leader in digital transformation and audience development for nonprofit media organizations and news publishers. With an emphasis on process and technology, she is well-versed in broadcast technologies and automation systems with an eye towards efficiency for live and automated workflows. She served as the inaugural Audience Development lead at KCUR and KERA (including KERA TV, AAA-format KXT and Classical WRR), building cross-functional teams after massive restructures. Briana served as a coach for the Poynter Institute's popular Table Stakes digital transformation program, coaching both public media stations and small legacy newspaper publishers. Briana has a master's degree in documentary studies and worked as a public radio reporter alongside hosting duties in multiple markets.

# What Makes Paragon Different

## The Experienced Team



### **Sara Schueller | Vice President/Research**

Sara specializes in quantitative research development and analysis. Prior to working with Paragon, Sara worked at Strategic Media Research as a Project Director where she managed a variety of radio perceptual and music research projects. Sara has also held positions at Nielsen Media Research and Carat North America, a leading media services agency. She joined Paragon in 2002 and has conducted most of the research for Paragon clients during this time.



### **Dave Xaviers | Research Field Director**

With more than 25 years in the marketing research industry, Dave has a deep understanding of market research processes and best practices. He has managed more than 2,000 successful projects, spanning virtually every type of methodology across a variety of industries. Dave is a longstanding member of the Marketing Research Association and American Marketing Association, and he is actively involved in keeping abreast of current and emerging technologies as they relate to marketing research.



### **Simone Lowin | Research Services Director**

With over 20 years of experience in the radio research industry, Simone has developed a deep understanding of the information that is most impactful and how to effectively present it. Since joining Paragon in 2001, she has created hundreds of dynamic presentations for perceptual studies, focus groups, music tests, consulting projects, and license applications for radio clients across the United States, Canada, and Europe. Simone also regularly develops presentations for industry conventions and functions to share Paragon's expertise.

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