

Greater Public's Online Revenue Detector: Lessons learned and KPIs to assess digital health

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Greater Public focused on digital fundraising...

- Because you told us to
- Increase membership revenue from websites, email, and social media channels
- Take fundraising pressure off drives
- Lower acquisition costs for members and sustainers

What we learned and the strategy that emerged

- Review of national studies, data from NPR and highly successful stations told us to focus on websites and email
- Greater Public decided on:
 - A super-short quiz providing “how do you compare” benchmarks
 - Station answers (yes, no, don’t know) trigger practical fundraising steps based on current situation

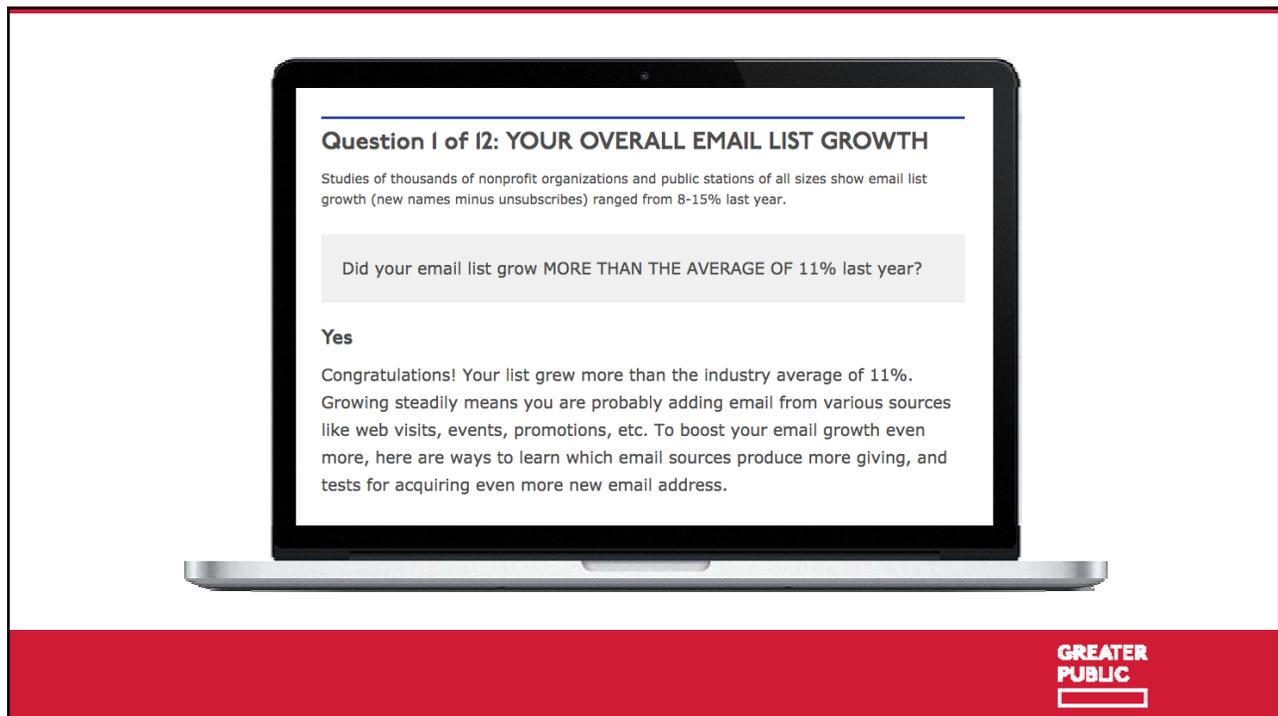
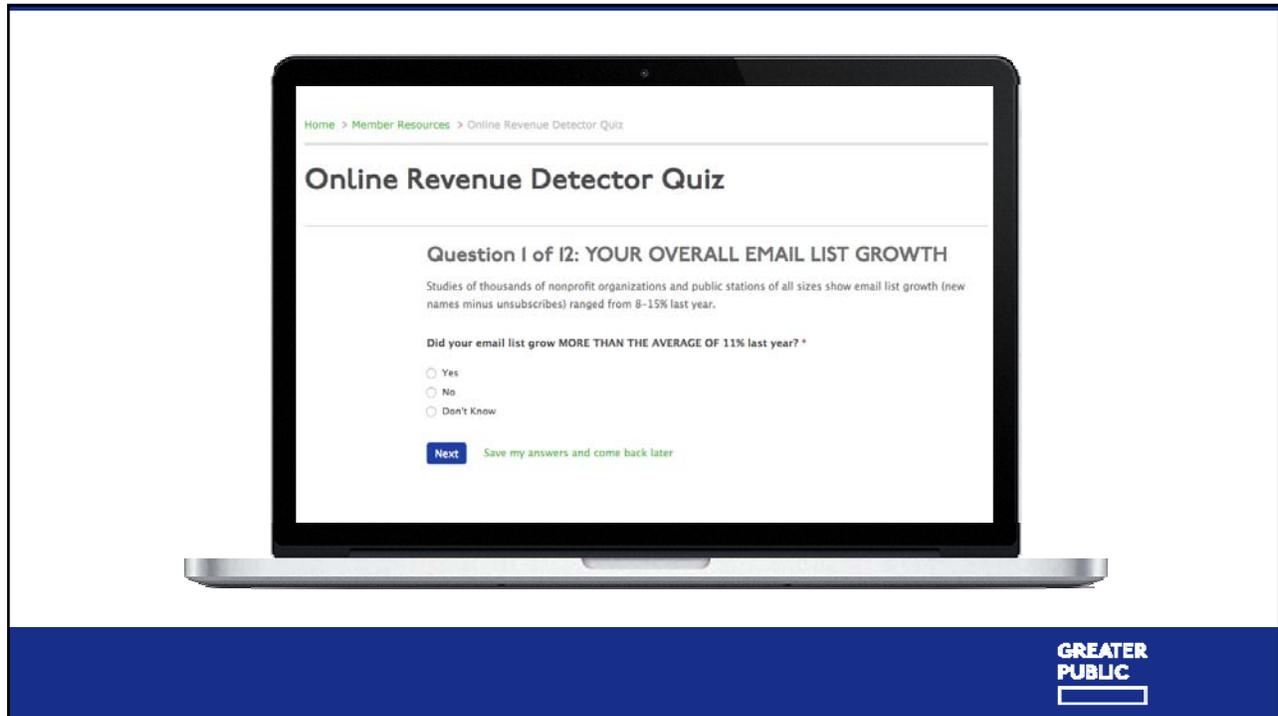


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The “Online Revenue Detector” asks...



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How stations' answers help management assess fundraising from a macro level

Based on benchmarks from public media and the nonprofit sector:

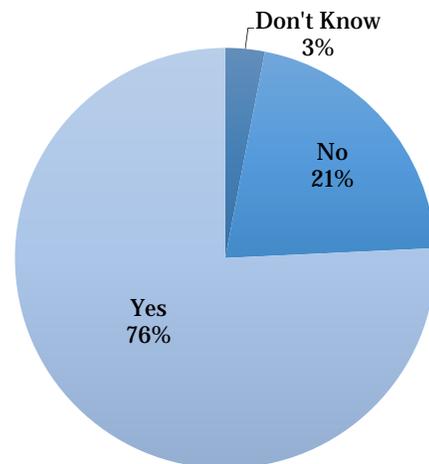
- Do listeners and members value hearing from us?
- Is our website effective at encouraging visitors to give?
- Do people find our online giving easy and compelling?
- Are people responding to our email and online appeals?
- Is our digital fundraising growing the way it should?

Our Strengths

- Mobile responsiveness



Are your online giving forms
MOBILE RESPONSIVE?



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Our strength

- Email list growth and management

Do you have email addresses for MORE THAN 55% of your active members?

Response	Percentage
Yes	57%
Don't Know	31%
No	12%

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Our weaknesses

- Net email list growth and management

Was your email list's net growth MORE THAN THE AVERAGE OF 11% last year?

Response	Percentage
No	55%
Don't Know	26%
Yes	19%

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Slide 9

MC1 Change photo to a "Stength" image

Melanie Coulson, 10/18/2016

The jury is out

- Are web visitors giving at a healthy rate?

Does your station achieve a GIFT CONVERSION RATE From website visitors of .6% last year?

Response	Percentage
Yes	13%
No	23%
Don't Know	64%

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The jury is out

- Is our giving experience easy and compelling?

Is your giving form completion rate BETTER THAN 15%?

Response	Percentage
Yes	17%
No	13%
Don't Know	70%

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For managers, how can the Online Revenue Detector help your station?

- Helps fundraising and digital teams measure shared goals that lead to more revenue
- Prioritizes digital fundraising activities
- Maximizes the technology and people you've invested in
- Personnel can see fundraising from a donor perspective
- Helps stations adopt successful tested strategies



*Caveat to managers: Some metrics, though basic, can be tricky to identify.
Be patient – but insistent that your team work to develop these 12 benchmarks.*

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What's next for Greater Public and the Online Revenue Detector?

- Use answers to identify common challenges and provide training
- Developing a summary worksheet to track the KPI's of the questions
- Enhance by adding new questions, e.g., mobile, social media

As a station manager, you can...

- Ask your team to brief you on their use of the Online Revenue Detector and their plans to use the findings.
- If your team hasn't taken it, encourage them to.
- Discuss fundraising goals and decide which benchmarks' improvement will move the needle the most.
- Encourage your team to take the Online Revenue Detector again in 6 to 12 months.

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