

How to Maximize Efforts: SUMMER 2020 FUNDRAISING CHECKLIST

- ✓ **Look for Opportunities** – Outside of the on-air campaigns there will be moments that you can fundraise for your station. Be creative in seeking opportunities for shows, events, and partnerships that can both demonstrate your mission and be a way for donors to invest in your important work.
- ✓ **Celebrate Successes** – This is the time to pull back the curtain. Show donors specifically how they are making an impact with their gifts. This might include adding a new local program or building out more summer educational workshops. Go beyond simply announcing the total of dollars raised in the drive. Find ways to also celebrate the successes in your community that show your station being a good community connector (celebrating graduates, local restaurants welcoming patrons back)
- ✓ **Set Goals** – Many times we think of summer fundraising as “bonus revenue,” so we don’t set challenging goals and thus don’t work as hard as we do in other key campaign times of the year. This year with the recession looming, any fundraising that can be done to capture as many new donors and increased gifts as possible early in the year will be incredibly helpful if we experience declines as the economic situation worsens. Pick some ambitious goals and create plans for how to achieve them, work those plans deliberately.
- ✓ **Back To School** – Where does your station fit in with the other back to school activities that will begin in August? How will you capitalize on the good work PBS has done with children’s media? What fundraising opportunities are here and what partnerships can you create?
- ✓ **Connect June to August** – Draw a line between June fundraising and August fundraising, what are all the activities that are similar, what are unique between the two. How will you steward and solicit donors who gave in June when you get to August?
- ✓ **Highlight Your Partnerships** – The pandemic is demonstrating our deep need for community connection. This summer demonstrate some of the partnerships that your station has built to not only produce content but to help others do their best work.

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- ✓ **Keep Local Alive** – Invest time in promoting your local programming as well as your local businesses. While these may not drive the majority of your fundraising revenue, they are important to donors as an overall picture of how your station fits a need in their life.
 - ✓ **It's Still Summer, Even if It's A Strange One** – Folks may not be going on vacations like they would have, but they will still be distracted. Don't make the mistake of thinking this summer will include more focused attention.
 - ✓ **Improve Your Recapture** – Make time to investigate your sustainer recapture program, ensure that it's fully functional, know what's working well, know your ROI on each channel, know how do you compare with other PBS stations. Improve what you can and recommit to tracking and continual improvement throughout FY21.
 - ✓ **Clean Your Data** – Just like a good summer closet cleaning, this is an excellent time to do some data cleansing as well to be prepared for strong and efficient fundraising in the fall.