

Break It Down: PBS PASSPORT

As stations around the country continue to adjust to the new fundraising environment of the pandemic and economic disruption, now is the time passionately demonstrate how you're helping AND to look for and promote bright spots.

PBS Passport is not only a wonderful donor benefit but also a way for your station to show concrete value to your donors as they search for news and information as well as comfort and entertainment in uncertain times.

Now is an opportunity to further expand your marketing and promotion of the PBS Passport member benefit to your viewers and members. Below are some guidelines for how to promote PBS Passport effectively in the weeks ahead.

DO:

- ✓ Promote Passport effectively on your own website including on your homepage, with a clear description of the what the benefit is, not only the logo
- ✓ Highlight Passport on other top viewed pages on your site, including pages dedicated to coronavirus response
- ✓ Review all donation forms to ensure Passport sign up is enabled
- ✓ Send a regular Passport Picks email to eligible members – people are home and engaging with email, so now is a great time to boost this type of communication
- ✓ Promote Passport on social media channels
- ✓ Review which shows are being “binged” by Passport members and highlight those as binge-worthy
- ✓ Monitor daily gifts made for Passport services
- ✓ Track Passport revenue by source

CONSIDER:

- ✓ Use marketing funds to run sponsored posts on Facebook and Instagram promoting Passport
- ✓ Ask for a donation higher than the minimum of \$5/month
- ✓ Update language on PBS Passport page(s) to ensure it is appropriate for the mood of your community now
- ✓ Use PBS Passport as an additional reason to update a lost credit card
- ✓ Use PBS Passport benefit as an incentive to longer lapsed donors solicited by email

AVOID:

- ✓ Extending PBS Passport benefit to donors who cancel their sustaining membership due to coronavirus
- ✓ Creating a communication silo where PBS Passport is only promoted in one channel
- ✓ Using Passport viewing examples that are only from one category of programs (Drama, News, Science, Kids)