

STEAL THIS IDEA!

Door-To-Door & Event Canvassing

Louise Stephens

Rocky Mountain PBS



PBS

2012 Annual Meeting

#PBSam

Campaign Objective:

- Stop membership file from shrinking by recruiting new members for less than \$37 each (\$37 = 5 year mail acquisition cost avg)
 - Reinstate some 15+ month lapsed donors (out of regular mail renewal cycle).
 - Retain new canvass donors at the same rate as new direct mail donors (43% - 5 year mail avg).



PBS.

2012 Annual Meeting

#PBSam

Rocky Mountain PBS – Canvassing

Campaign Strategy:

- Door-to-door with paid solicitors in specific zip codes (overlaid database & census data)
- Also had events component
- Collateral materials:
 - Script & fact sheets
 - Contributor packet
 - Leave behinds
 - Member thank you note
 - Canvasser training (at the start & daily)



PBS

2012 Annual Meeting

#PBSam

Rocky Mountain PBS – Canvassing

Timeline:

- Contract process = 1 month
- Database set-up & training = 1 month
- We are now in the field canvassing every week day and some Saturdays.

Promotion Tactics:

- Canvasser spots
- Uniforms
- Collaterals
- New hidden web page



PBS.

2012 Annual Meeting

#PBSam

Rocky Mountain PBS – Canvassing



Rocky Mountain PBS is Colorado's trusted source for educational, entertaining and innovative television. **Do your part** to make sure we're always there.

DO YOUR PART  **ROCKY MOUNTAIN PBS**

Everything we do - from our educational programs like "Sesame Street" and "Arthur" to our news and information programs like "American Experience" and "PBS NewsHour" - is possible because of generous members like you. Thank you.

Kids Club: \$40 per/family

This fun membership opportunity includes a birthday card with goodies, as well as on-air and online birthday greetings for the child in your life.

Summit Society: \$10 per/month

This easy and convenient way to give to Rocky Mountain PBS features automatic deductions every month. Additional membership levels are also available.



Please visit rmpbs.org/doyourpart or call **800-274-6666** today to join. Thank you.

THANKS TO YOU...

Your neighbors enjoy superb programs on Rocky Mountain PBS.

We are in the area talking to your neighbors about the important role of Rocky Mountain PBS in our community. We did not want to disturb you, but did want to leave this note to say **Thank you for your support**. Your membership helps provide award-winning, high-quality programs each week. We couldn't do it without you. **Thank you.**

Harris Ravine

Harris Ravine, Chief Operating Officer and your friends at Rocky Mountain PBS.



Thank you!

Did you know...

- Rocky Mountain PBS is statewide and reaches 99% of all Colorado homes?
- We provide eight hours of unparalleled children's programming every day?
- PBS is ranked #1 in Public Trust, above all other TV stations, newspapers and even our Court system?
- Members make up 60% of our operating revenue each year? Without you, it just wouldn't be possible.



Stay in touch!
800-274-6666

rmpbs.org

Like us on  facebook.com/rmpbs



Rocky Mountain PBS Donor...
www.rmpbs.org/donors
Getting Started | Imported From File... | Imported From IE | DoubleClick | Giving First | MyPerson Assoc.

ROCKY MOUNTAIN PBS
Home | TV Schedule | Support | News | Community | Video | Education | Shop

Sign up for your **Weekly E-News**

and more...
Weekly e-news
Monthly e-news (TV Schedule)
Community News
Volunteer e-news & opportunities
Enter your email
Submit

DOOR-TO-DOOR MEMBERSHIP DRIVE

Thank you for becoming a member with one of our trusted door-to-door representatives! Your gift will enable us to continue to provide exceptional programming.

Beginning in August, 2011, Rocky Mountain PBS launched the nation's first door-to-door PBS outreach program by sending a few professional canvassers into neighborhoods across the Front Range. Today, our community canvas program allows us to personally convey the importance of public television and quality programming to thousands of people every week. By committing to contribute through one of our canvassers you help us further our mission to enrich the lives of Coloradans through engaging and essential programs, services, and community partnerships that inform, enlighten, and entertain.

Be your part and donate to Rocky Mountain PBS. Thank you.

Meet our canvass team:



Amanda Davis
COW 440-40-013



Zoe Dhall
COW 440-40-004



Beth Casper
COW 440-40-018



Sam Crane
COW 440-40-016



Andrew Darrig
COW 440-40-024



Eric Glendon
COW 440-40-017



Matthew Hogue
COW 440-40-023



Sarah Kelly
COW 440-40-021



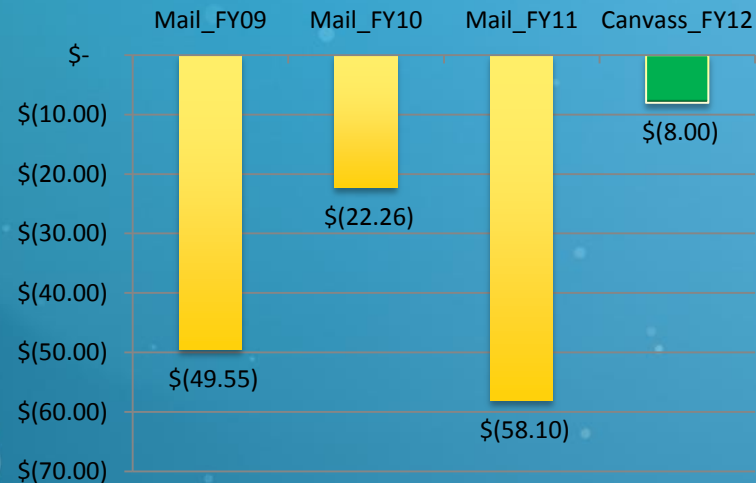
Rocky Mountain PBS – Canvassing

Success Story:

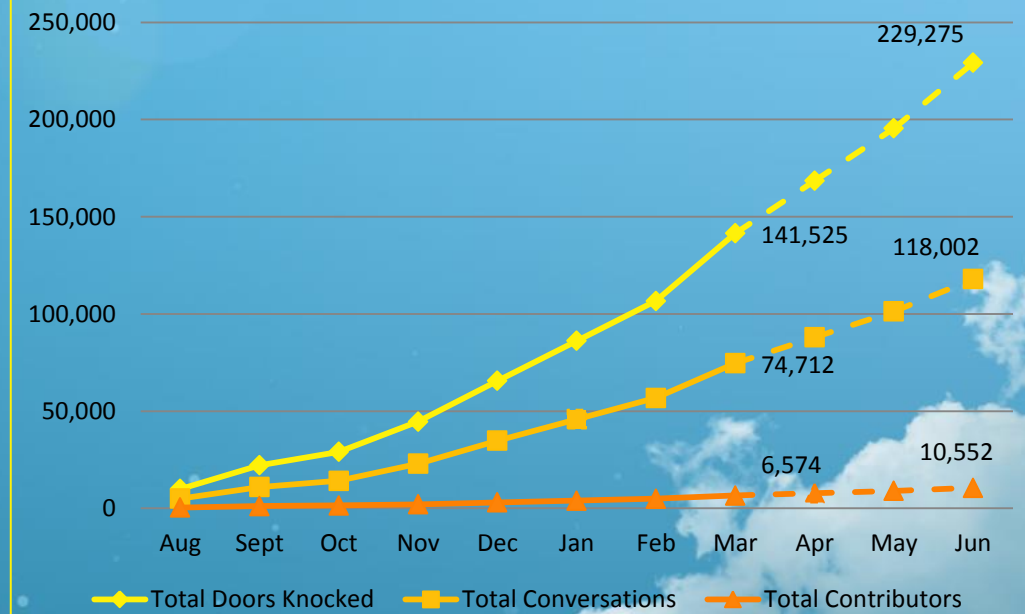
As of 3/31/12...

- 141,000 doors knocked, 74,000 conversations
- 6,574 new and reinstated donors for only \$8 each (85% are new, 15% are sustainers).

Cost/Contribution



Cumulative Impact



PBS.

2012 Annual Meeting

#PBSam

Rocky Mountain PBS – Canvassing

Lessons Learned:

- Interacting with viewers face-to-face, with a personal touch, results in great membership response rates.
- Nice way to grow member clubs
 - Kids Club – 1,250 new kids, 692 new families
 - Cooks Club – 449 new
- EFT sustainers - 42% of canvass sustainers are on EFT
- Increased awareness of our brand



PBS.

2012 Annual Meeting

#PBSam

Rocky Mountain PBS – Canvassing

Louise Stephens
Rocky Mountain PBS
louisestephens@rmpbs.org
303-620-5690



PBS

2012 Annual Meeting

#PBSam

Rocky Mountain PBS – Canvassing