

STEAL THIS IDEA!

Vermont Public TV's Murder Mystery Weekend

George Hauenstein

Vermont Public Television



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2012 Annual Meeting

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Campaign Objectives:

- test new revenue idea
- diversify our fundraising activities
- build around a popular VPT content strand
- test new engagement opportunity
- build an annual event
- partner with new community organization



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VPT– Murder Mystery Weekend

Campaign Strategy:

- fundraiser for VPT
- Champlain College (VT) Theatre Dept. wrote and performed an original murder mystery
- Performers gratis/minimal cost
- Sat/Sun, March 17 & 18, 2012
- \$200/person including 3-act play and 3 meals
- Appeal to PTV mystery and Britshow fans



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VPT–Murder Mystery Weekend

Timeline:

- Finalized partnership fall 2011
- Script January 2012; Rehearsal Feb – Mar 2012
- Event March 17 & 18, 2012

Promotion Tactics:

- Traditional, station promo resources
- ‘Go guerilla’ to reach new audiences



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VPT–Murder Mystery Weekend



VPT Murder Mystery Weekend

Saturday, Mar. 17 & Sunday, Mar. 18

The Courtyard by Marriott, Burlington

802-654-3664

www.vpt.org/mystery



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VPT–Murder Mystery Weekend

Success Story:

- 25 paid attendees
- Upgraded current donors
- Found a few new supporters
- Netted \$\$ (not a lot, but....)
- Lots of good buzz for year 2
- Happy partners who want to go again in '13



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Lessons Learned:

- Longer timeline
- Review/sign off on mystery beforehand
- One day event rather than over 2 days
- Will lower price point mean more attendees?

Contact:

George Hauenstein, VPT CDO
ghauenstein@vpt.org



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