

NPR 3-Day Pledge-a-Thon: Cincinnati Public Radio 91.7 WVXU

Featured Products and Services: Mobile Giving, Mobile Planning
Nonprofit Sector: Arts, Cultural

BACKGROUND Cincinnati Public Radio's mission is to bring the finest classical music, news and information programming to the people of the Tri-State. They accomplish this via the operation of a variety of over-the-air radio broadcast services, on-line internet streams and on-demand downloads. This nonprofit desired to investigate, design and exploit new opportunities to achieve fundraising efficiencies and enhancements to generate revenues.

CAUSE A 3-Day Pledge-a-Thon fundraising campaign, with hourly radio calls-to-action, to generate new revenues and donors.

PROBLEM Traditionally NPR has mainly asked for \$100 contributions over the air, where listeners call a number to make a donation with a credit card. The station also recognized that the majority of listeners who hear the call-to-action are traveling and they wanted to implement a fundraising option that would enable listeners to easily complete donations on the go. This NPR station has an audience of over 300,000 weekly.

SOLUTION NPR integrated a Mobile Giving option into their campaign which added a \$10 price point to their call-to-action. This enabled listeners who could not afford a \$100 donation to make a \$10 donation (carrier billed) by texting WVXU to 85944. MobileCause's Mobile Planning team provided expert consulting pre and post campaign. Mobile Giving resulted in the station receiving more than \$10,000 in additional donations. When the database of Mobile Giving donors was matched to the stations existing donor database—999 of the 1000 mobile givers were new.

HIGHLIGHTS

Mobile Giving augmented traditional fundraising efforts by providing an additional \$10,000 in donations for the three day campaign

999 new donors were empowered to make donations to NPR

Mobile Planning provided expert campaign advice and new donor reporting

