



Turning Crisis Giving into Lasting Support



Public media partners

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Retaining Crisis Donors



GREATER PUBLIC



Today's speakers

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Retaining Crisis Donors



Daren Winckel
Sr. Vice President,
Fundraising Strategy
CDP



Deb Ashmore
Analytics Strategist
CDP



Susannah Winslow
Sr. Director, Innovation &
Partner Services
CDP



Joyce MacDonald
President & CEO
Greater Public

CDP mission: focusing on the future prosperity of stations



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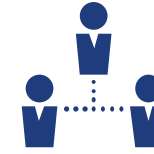
Retaining Crisis Donors



Grow **net revenue** and donors at participating station



Drive better fundraising **practices** at stations



Enable deeper and more personalized **engagement** with donors



Allow **data** and insights to dictate the execution strategy



Federal Funding Crisis Driving New Donor Growth



National Reference File

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Retaining Crisis Donors

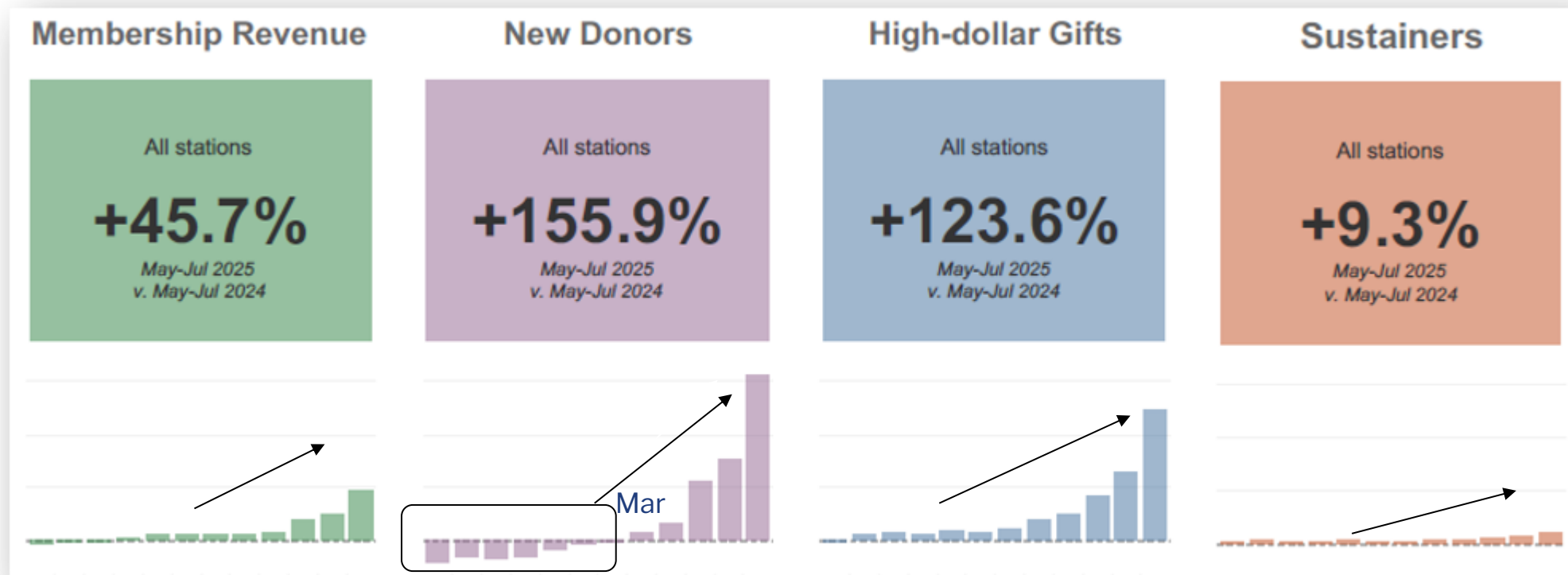
- 214 stations participate in the NRF
 - 117 TV/Joint Licensees
 - 78 Radio stations
 - Over 75% of all active donors
- 4.9+ million active donors
- \$1 billion in membership revenue
- Largest collection of public media donors
- When you participate in the NRF, your data is secure and always under your control
- Participation is free, as is the monthly ROAR report



2025 Growth Rate Accelerating through July

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Retaining Crisis Donors



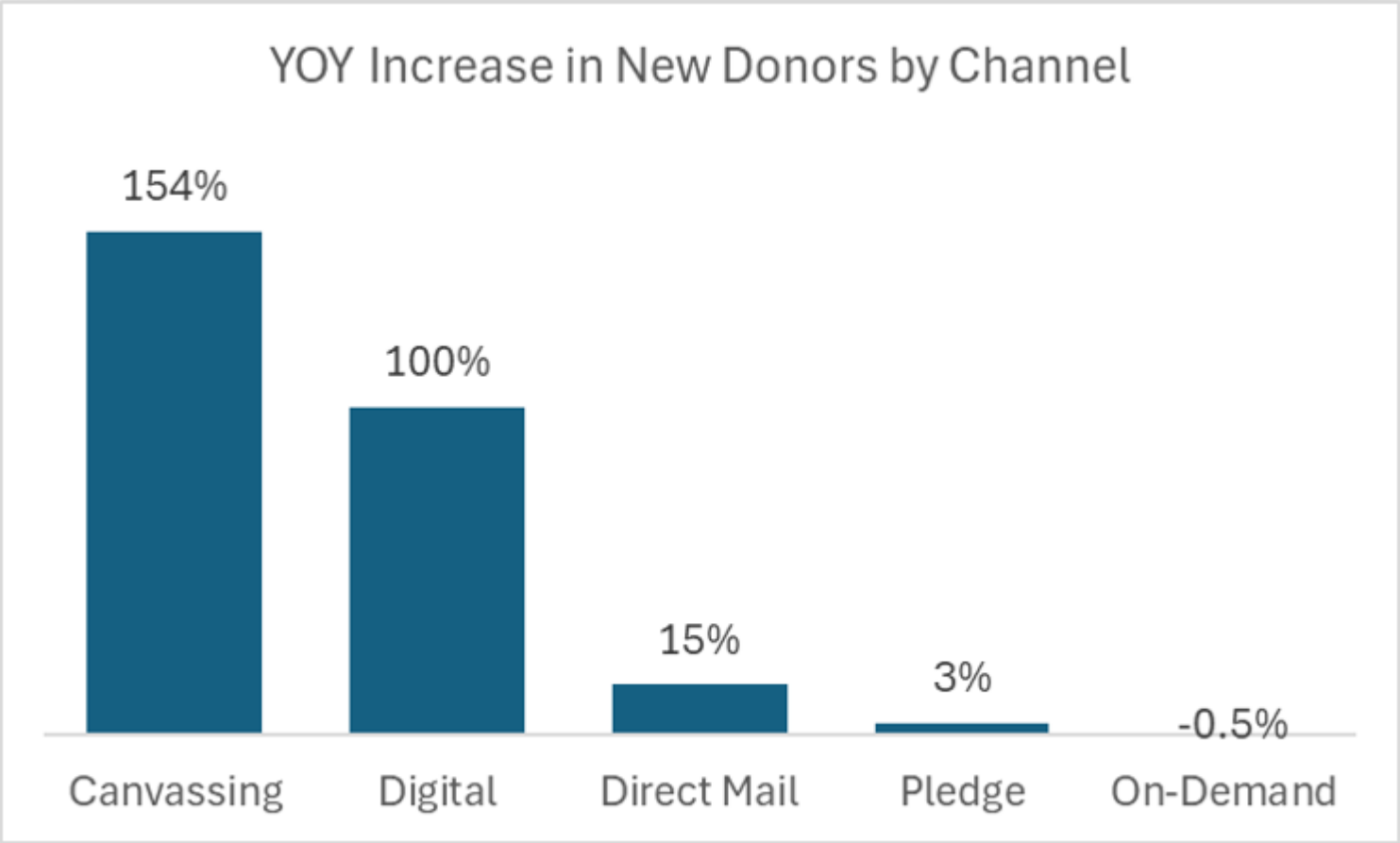
Dramatic increase in giving in current quarter compared to same 3-month period last year

- **New Radio Donors increased by 5x's**
- TV/Joint Licensees more than doubled

Canvassing & Digital with Strong YOY Growth



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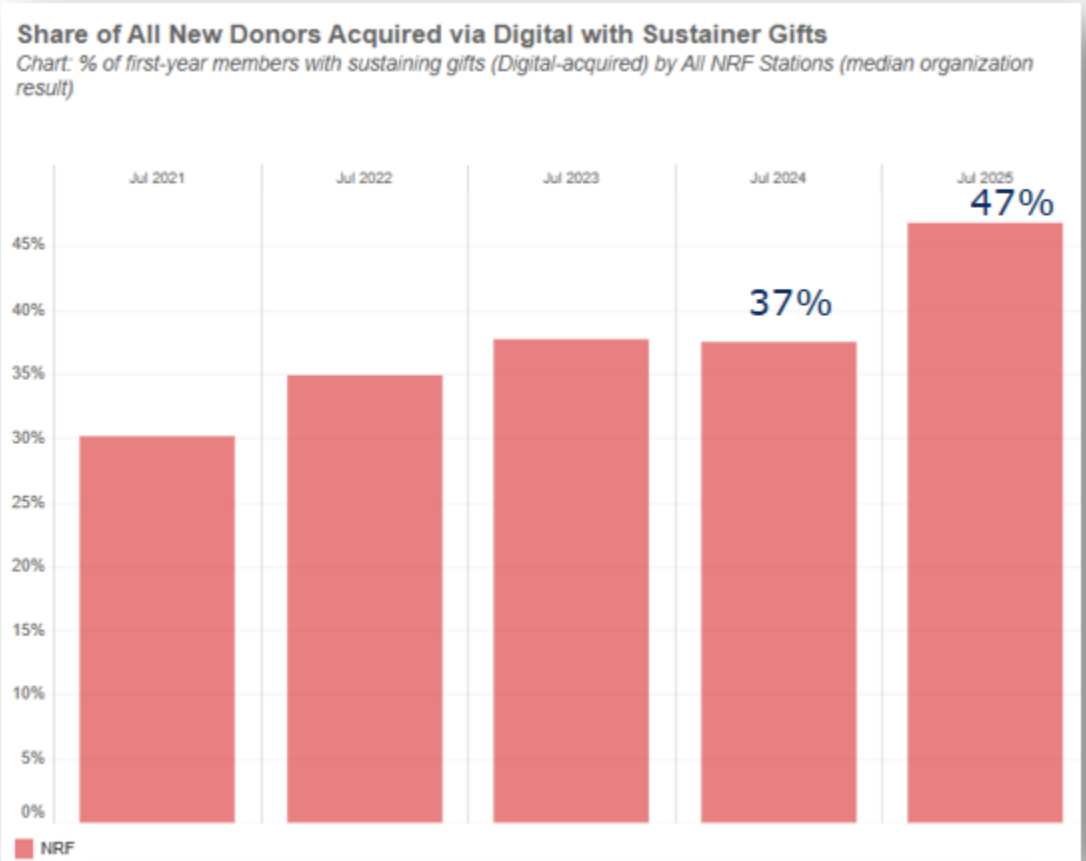
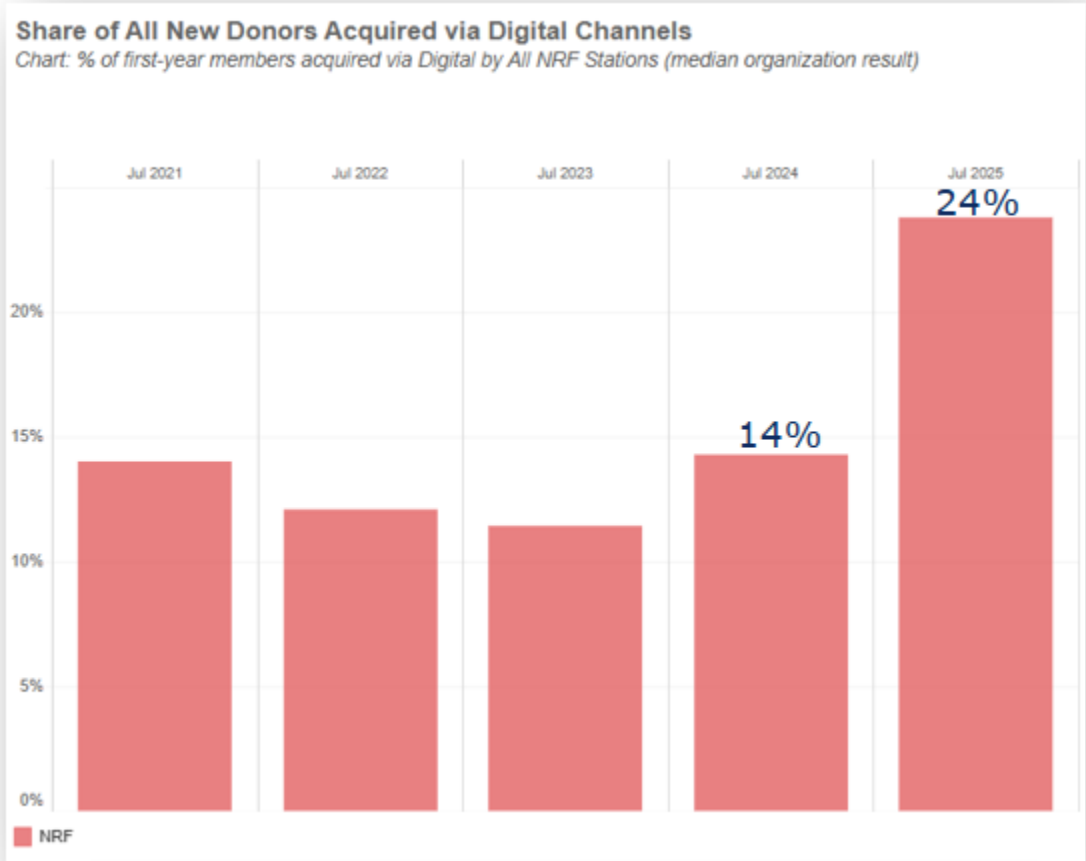
12 Months ending July 31 compared to same period in 2024

Digital: greater share of new donors and greater share of sustainers



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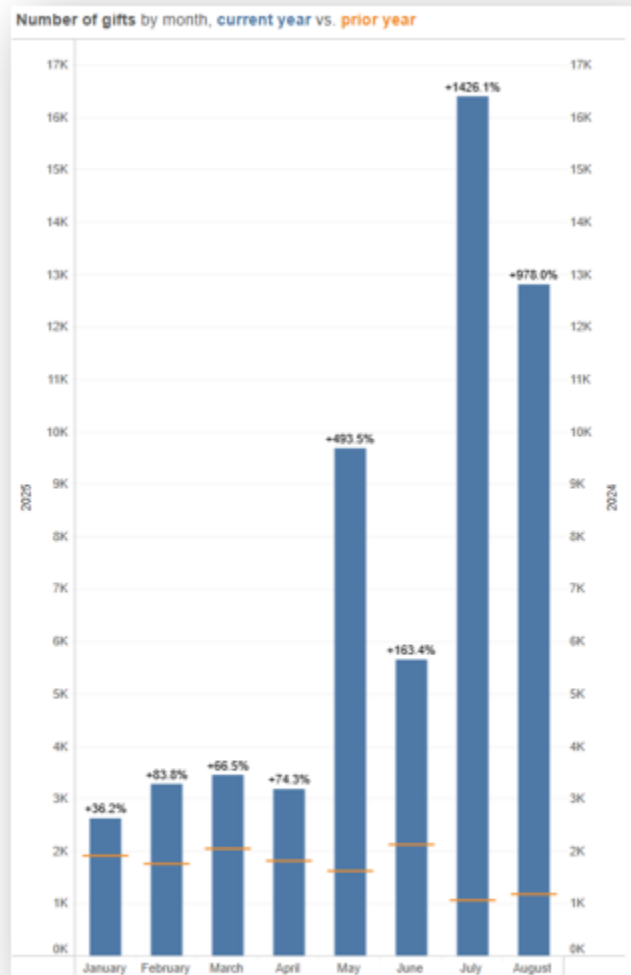


Strong Digital Giving Continued in August

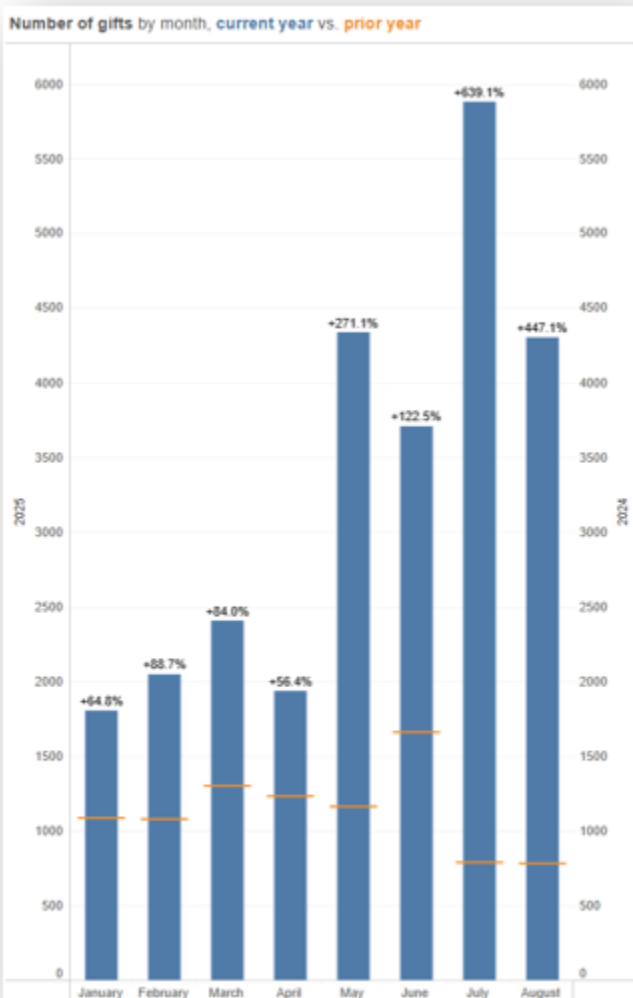


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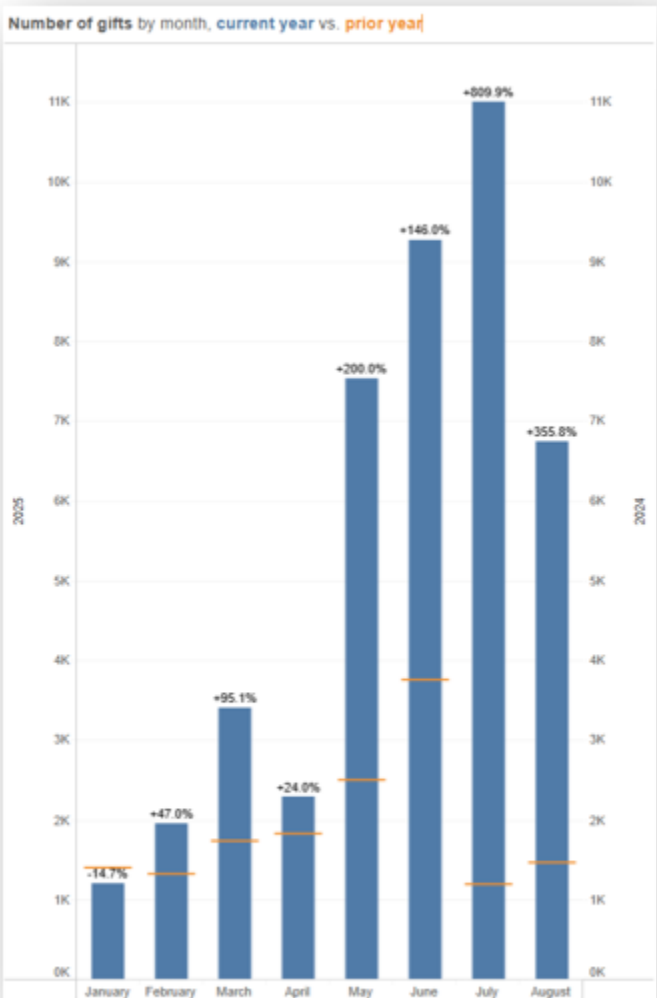


YOY Comparison by Month –
New Digital Donors, MSB



YOY Comparison by Month – Reactivated Digital Donors, MSB

Proprietary & Confidential



YOY Comparison by Month – Add
Gift Digital Donors, MSB



New Federal Funding Donors: Who Are They?



Fresh insights on new donors

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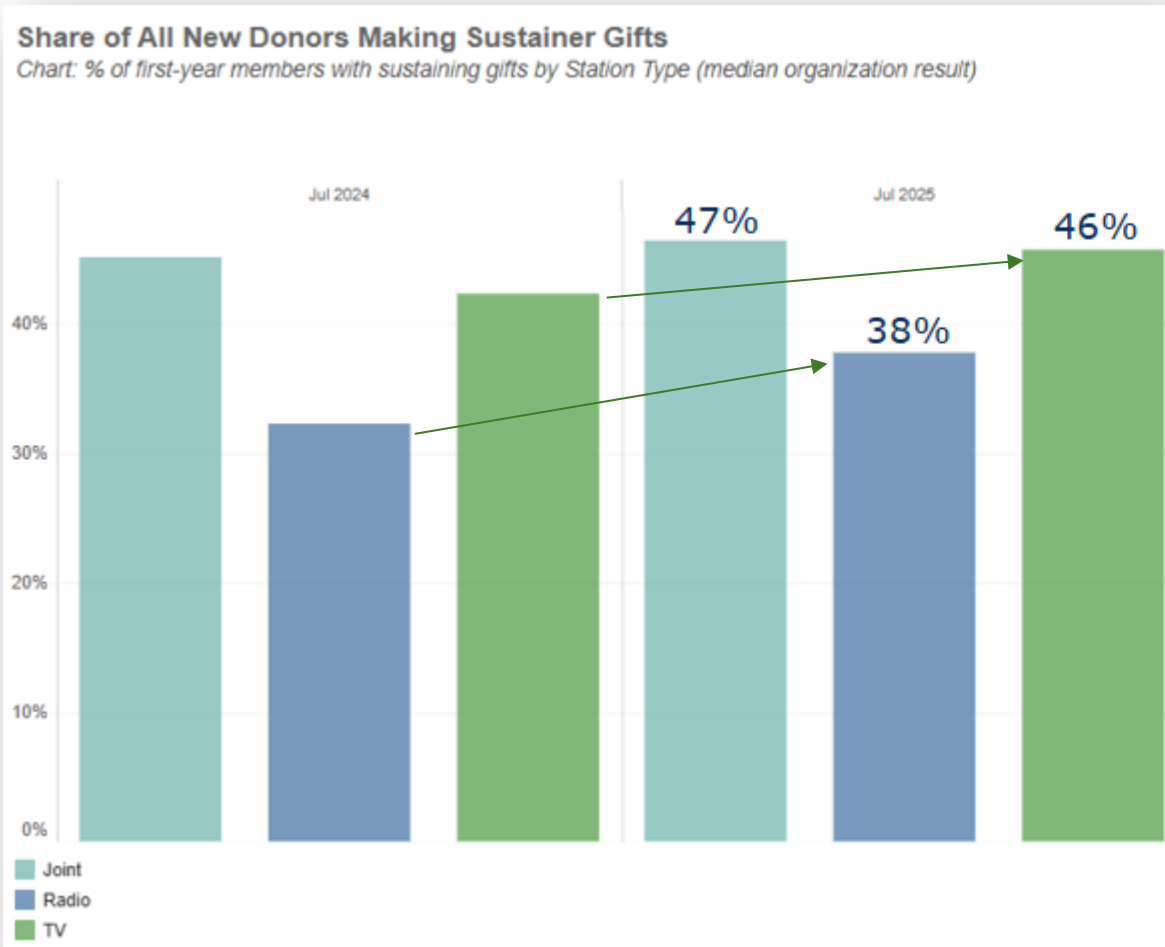
MSB data: 57 PMOs (24 TV, 11 Radio, 22 Joint), 180k donors

- Overwhelmingly acquired via digital
 - Collectively, nearly 40% of all new donors
 - For radio, nearly 70%
- No change in gender composition (approx 60% female)
- Boomers & Gen X lower as a % of new donors
 - Down 13 points combined
- Rise of the Millennials
 - Doubled as percentage of new donors
 - Represent 21% of all new donors in '25
- Gen Z has entered the chat
 - 3% of all new gifts
- Slight shift towards lower individual income
 - Biggest % increases make between \$50k-\$149k

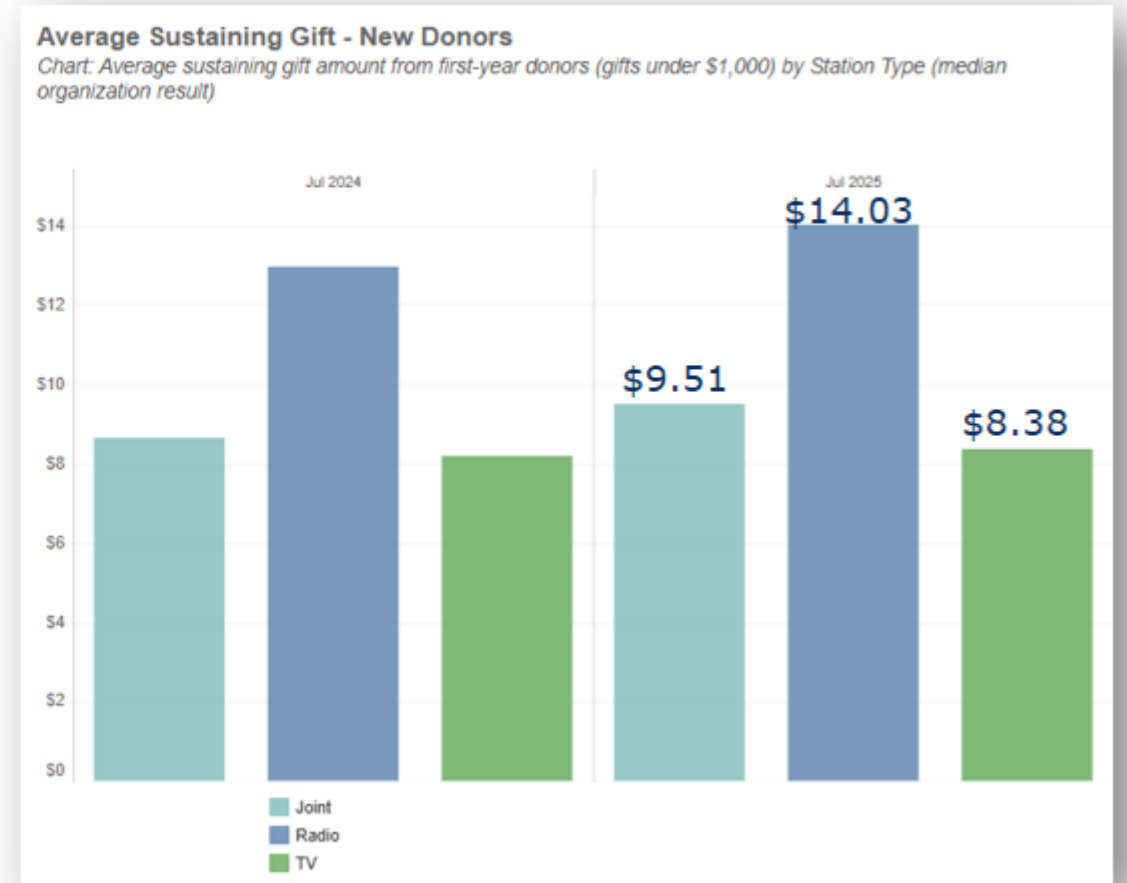


A growing share of new donors made sustainer gifts in 2025

Retaining Crisis Donors



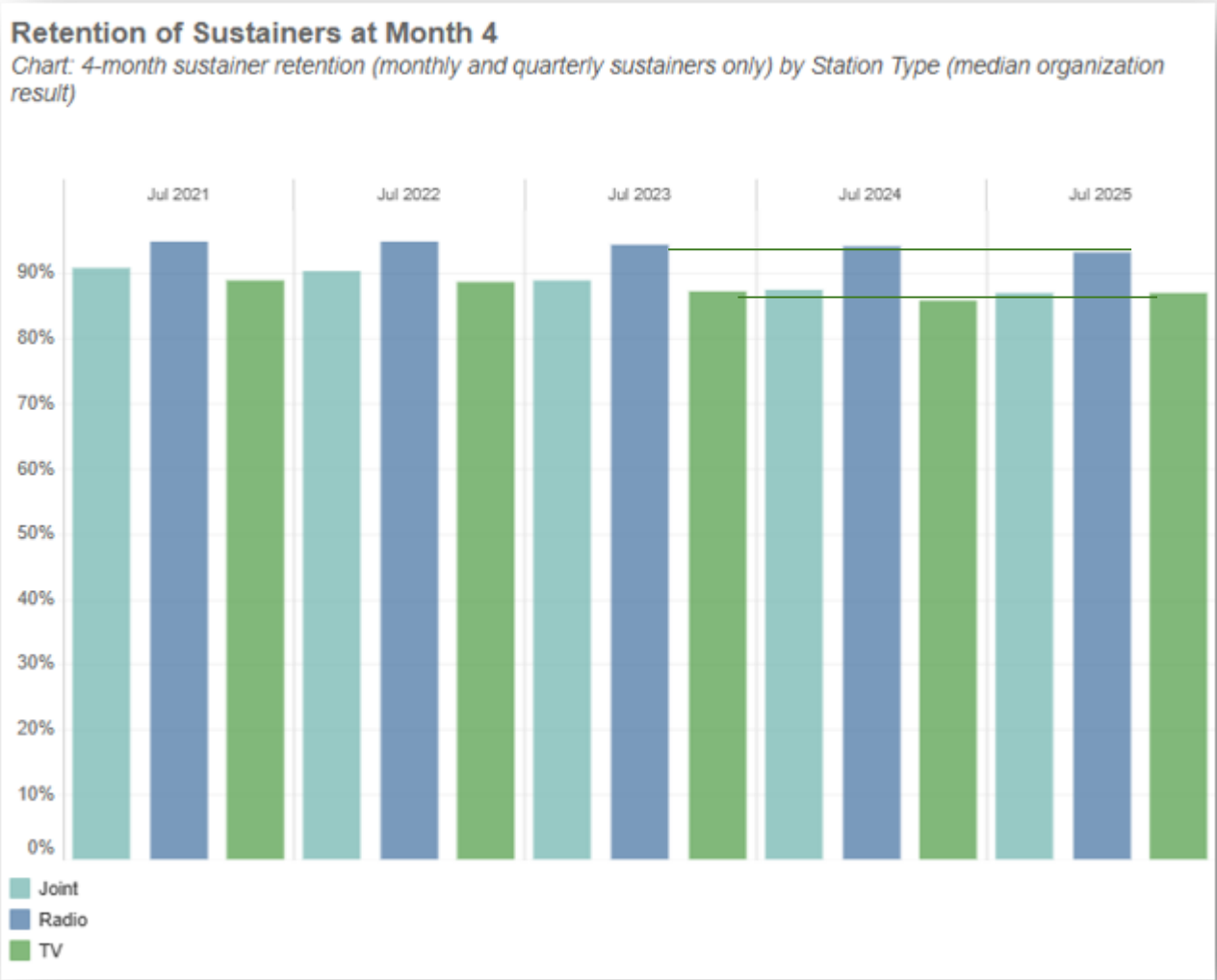
And increased in value!



2025 Sustainer Retention Stable

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Lessons from the Past

WHAT WE LEARNED FROM CRISES PAST

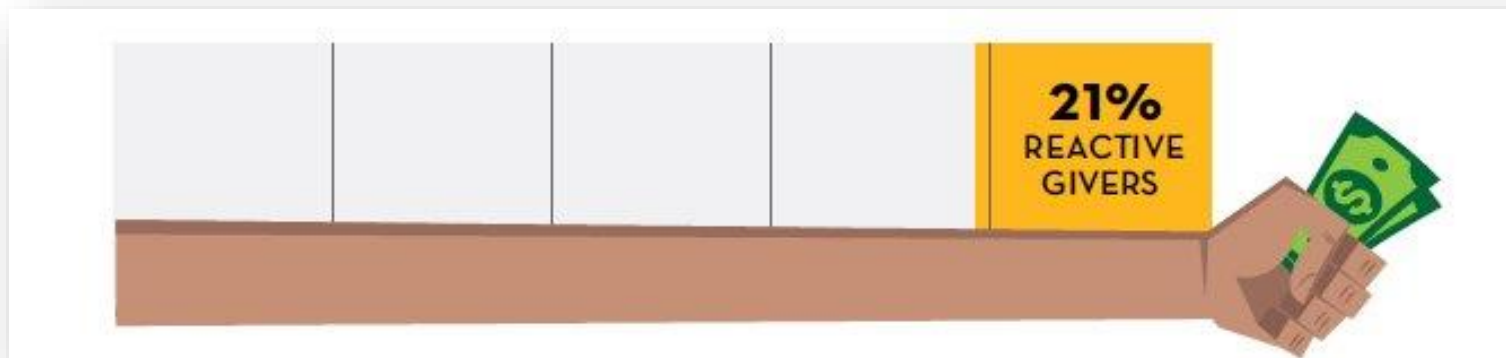


2016/17 Giving Trends and Reactionary Giving

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- Charitable Giving Increased 2.7 Percent in 2016 (2017 Giving USA)
- Charitable Giving Up 5.2 Percent in 2017 (2018 Giving USA)
- Contributions to all nine major philanthropy subsectors increase – the sixth time in the last four decades. (2018 Giving USA)
- Of the 2017 giving, 21% were classified as "reactionary givers" (2018, "Reactive Giving," Edge Research)



Source: Reactive Giving, 2018, Edge Research

2016/2017 Reactive Giving Donors

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Donors that gave reactively in 2016/2017 were:

- Younger - 31% Millennial, Gen Z
- More diverse – 20% of reactive donors were Black vs 14% of non-reactive donors
- More progressive – 62% gave to liberal organizations
- Leaned Democrat – 53%

Reactive Giving, 2018, Edge Research

Keep it in context:

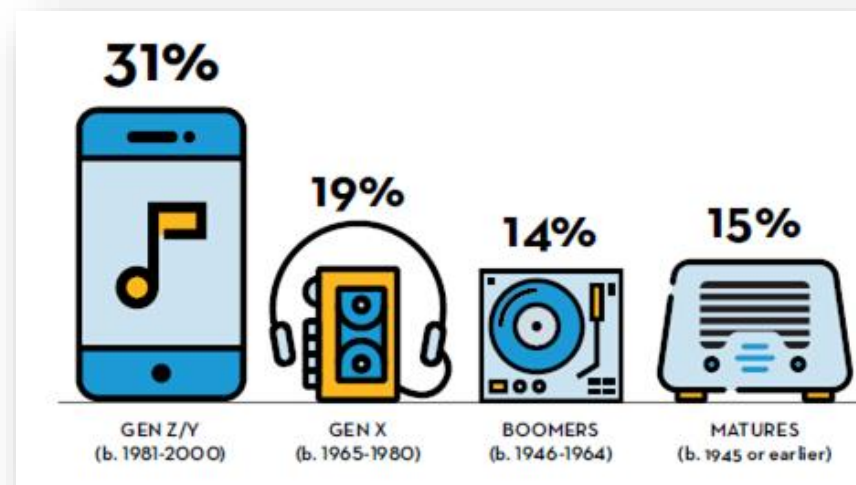
§ When Trump won in 2016:

- liberal nonprofit donations increased 155%
- conservative nonprofits decreased by nearly 9%

§ When Obama won in 2008:

- liberal nonprofit donations decreased by 11%
- conservative nonprofits saw increases of 23%

Was the Trump Bump for Charities a One-Time Phenomenon? -
Chronicle of Philanthropy, 2019

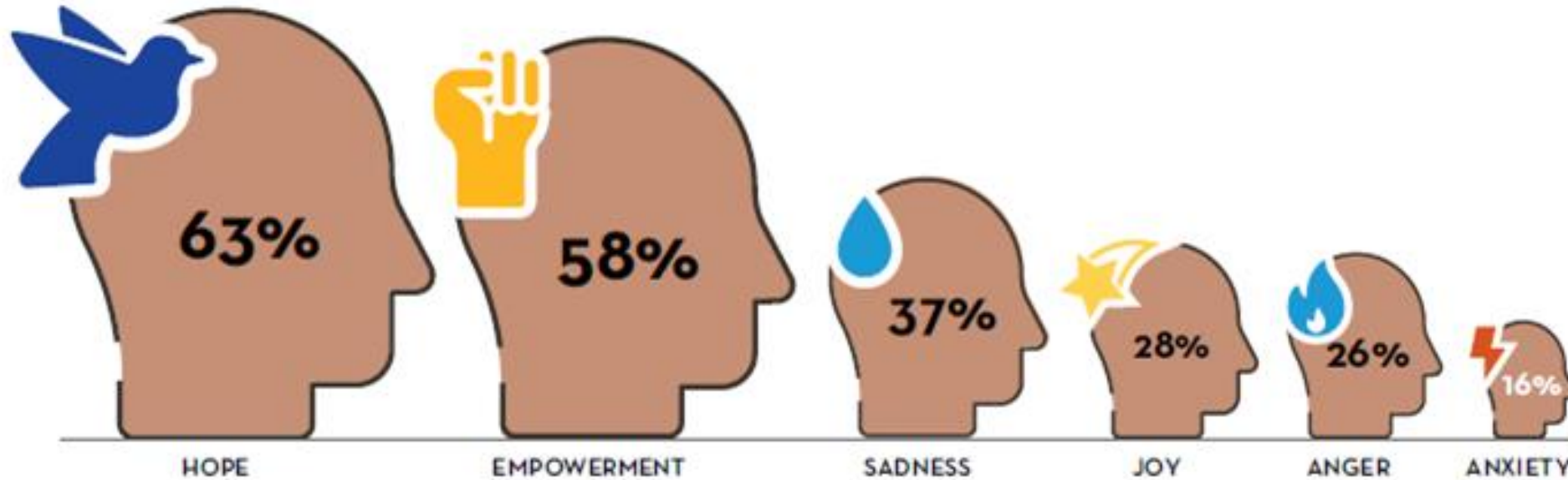


Source: Reactive Giving, 2018, Edge Research

Emotional Drivers for Giving in 2016/2017

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Source: Reactive Giving, 2018, Edge Research

“[Donors] want reassurance that you are here already, you are steadfast, and you have a positive role to play.” Penelope Burke

[Rage Giving 2.0? Some Nonprofits See a Bump in Giving After Trump Win, Chronicle of Philanthropy, 2024](#)



Looking Ahead

WHAT WE CAN DO NOW



Retention recommendations:

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- Not business as usual
- Communicate early and often
 - Thank them promptly
 - Acknowledge the context of the gift
 - Recognize upgrades when possible
 - Create a new donor welcome series
 - Use early moments to build trust

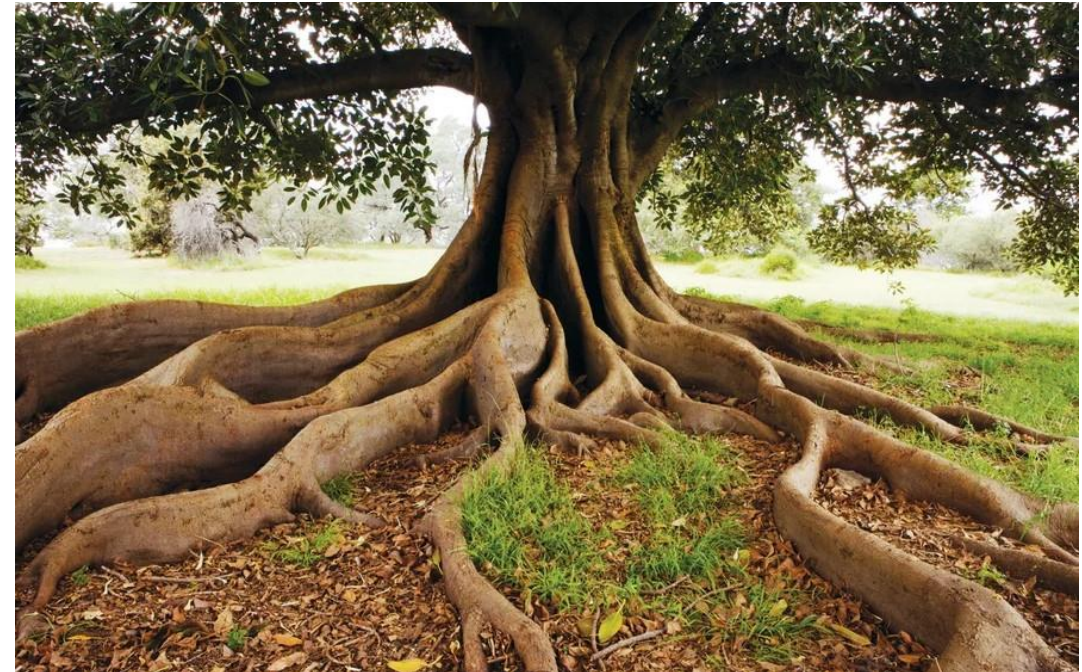


Retention recommendations: Build connection

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- Build trust and connection
- Provide ongoing situational impact comms
 - How you're adapting/responding to new reality
 - Showcase impact and public service mission
- Demonstrate increased efficiencies
- Own the positioning of any station cuts
 - Difficult choices now for a stronger tomorrow
 - Ensures donor support is maximized
- Remember the Millennials
 - Appreciation for storytelling, transparency about successes AND challenges



Retention recommendations: Help define the relationship

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- Donor may think they solved an immediate need
- Move from urgent need to continuity
- Reframe the gift as a step in an ongoing journey



Retention recommendations: Deeper engagement

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- Move from emotionally charged moment to meaningful long-term connection
 - Event invitations- demonstrates local impact
 - Surveys - donors who feel heard stay longer
 - Volunteer opportunities - builds connection



Retention recommendations: Ask again

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- Avoid being overly protective of new donors
- Don't be afraid to ask again
 - 1x additional gifts
 - Sustainer conversion
 - Sustainer upgrades
 - Other ways to support
- Can improve retention
- Builds stronger LTV



Rethink how we invite donors to give

Promote giving options **beyond traditional cash gifts.**

- Donor Advised Funds (DAFs)
- IRA Qualified Charitable Distributions (QCDs)
- Gifts of Appreciated Stock

Keep giving options front and center year-round. That means:

- Sending a few standalone emails each year to your full list
- Featuring giving options prominently on your website, including an easy-to-find page specifically about DAF contributions
- Equipping gift officers to ask donors if they have a DAF

**Scan for a sample email
that highlights the many
ways supporters can give**





Upgrading and Major Gifts during Funding Crisis

GRATITUDE FOR OUR LOYAL DONORS

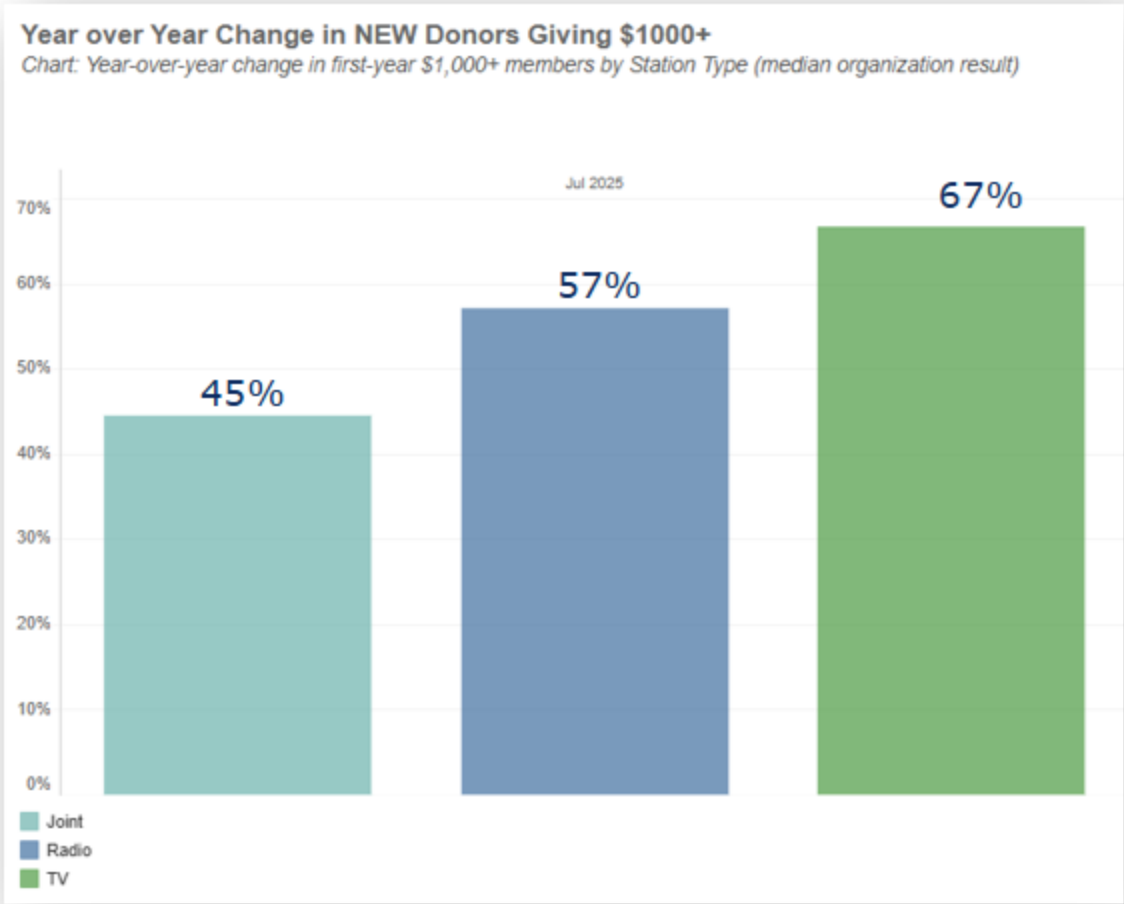
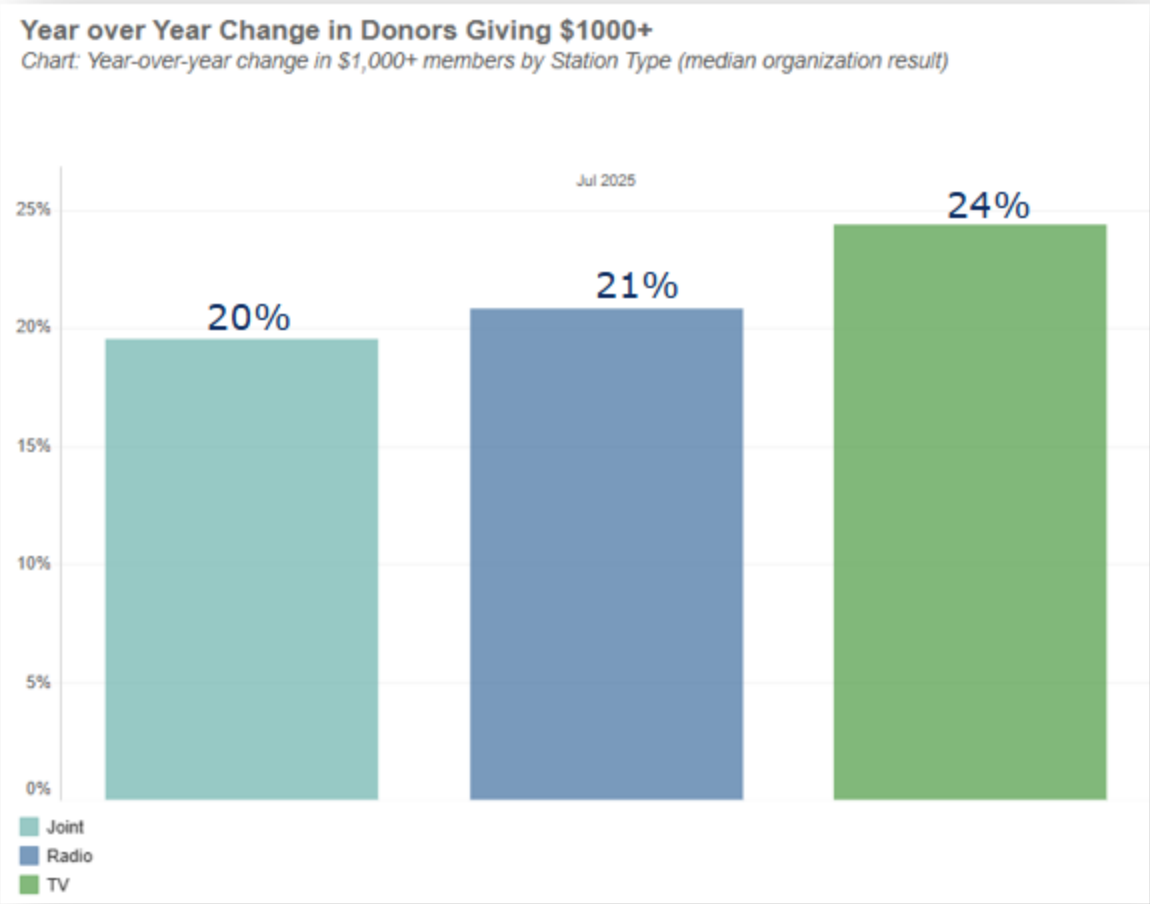


Strong Growth in High-End Giving Donors, New and Overall



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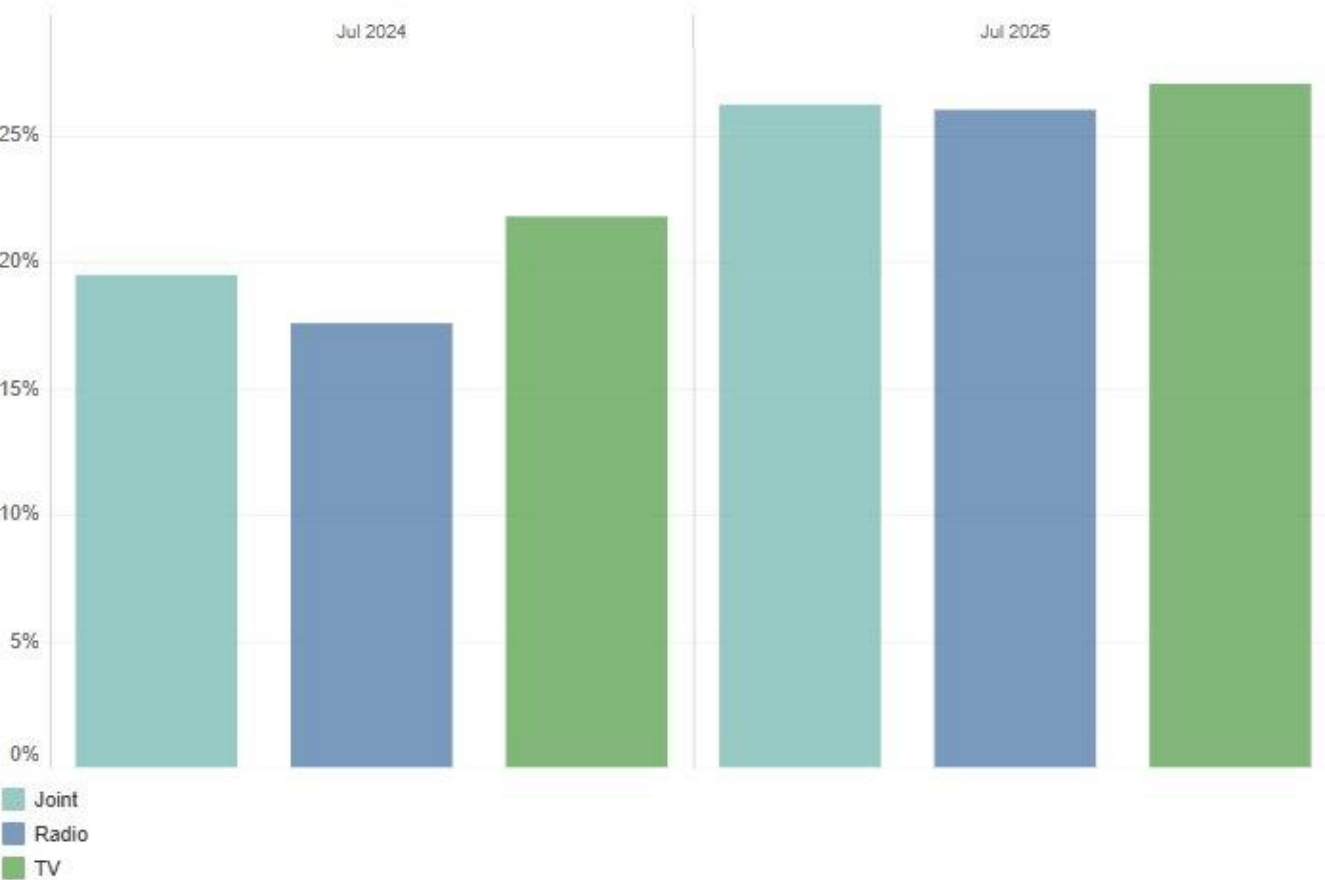
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Upgrading to Major Giving in 2025 Increased

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Retaining Crisis Donors

Share of High-End Donors that Upgraded TO \$1000+ this Year
Chart: % of \$1,000+ members who upgraded by Station Type (median organization result)



A growing share of a growing number of \$1,000+ donors were the result of upgrading in 2025 – exceeding 25% for all licensee types

Recognizing upgrades with intention

- Acknowledge Above and Beyond
 - Standard thank-you messages aren't enough for mid-level and major donors
- Personalized Outreach
 - Tailored language that reflects increased commitment
- Leave Voicemails
 - Every touchpoint counts—donors appreciate effort

Action Plan for High-Dollar Upgrades

- Prioritize outreach to donors who made the biggest leap
- Mobilize Leadership: Split thank-you lists among senior staff and willing Board members
- Invitations to Engage Further
 - Ask to meet in person
 - Invite them to station events, etc



**Nurture Donor
Relationships**

Cultivating connection and mission-aligned engagement

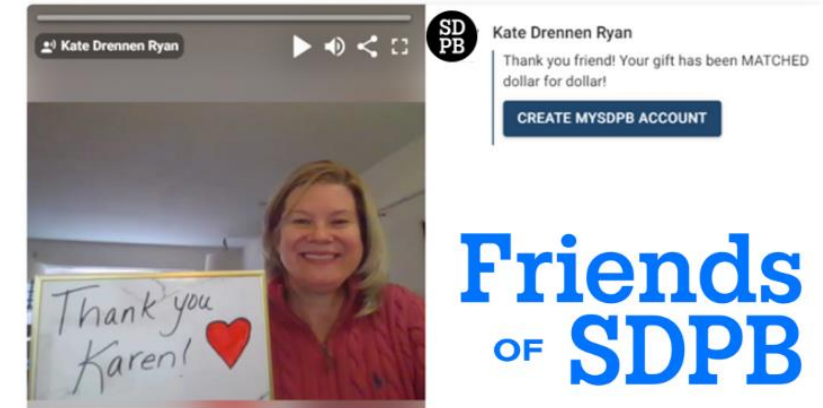


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Personalized Video Messaging with Gratavid

- Transform digital outreach into a high-touch experience
- Send branded, personalized thank-you videos from hosts or staff to new donors
- Scalable, easy to use, designed to deepen donor relationships



Virtual Events

- Offer donors a unique way to engage beyond their first gift
- Interactive experiences reinforce value
- An Afternoon with Jacques Pepin 2025
- Wine Tasting with Rick Steves 2026



Stewardship that meets the moment

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Quarterly Thank-You Calls

- Call to new donors - 6 months after their first gift
- No ask, just thanks and appreciation
- Call lists pulled from NRF - minimal lift for your team

Monthly Thank-You Texting

- Timely, personalized text to new donors ~1-2 months after their first gift
- Keep it a simple thanks or option to add a soft ask
- Provide your own list or have it pulled directly from NRF



**Turn Gratitude
into Retention**

Donor advised funds: fastest growing form of philanthropy



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- DAF giving **grew 30%** in 2024 while non-DAF giving declined by 1%
- Donors increased giving **10x** on average after switching to DAFs; median increase was 2x
- **69% of DAF gifts are under \$1,000**, showing broad accessibility
- DAF donor retention is **13 percentage points higher** than that of non-DAF donor
- From 2020-2024, DAF revenue **grew by 143% for smaller orgs** vs. 10% for extra large orgs



Report by Chariot and K2D Strategies

Donor advised funds: how public media can get ready

- Add a **DAF specific webpage** to your “Ways to Give” section explaining DAFs and how to use them
- Clearly display your **legal name, EIN, and mailing address** for DAF portals
- Promote **DAF Day – October 9, 2025** as a giving opportunity
- Encourage **recurring gifts** via DAFs—monthly or annual



Planned giving: a powerful way to engage your donor base



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Giving Docs reported a record breaking Make-A-Will Month 2025

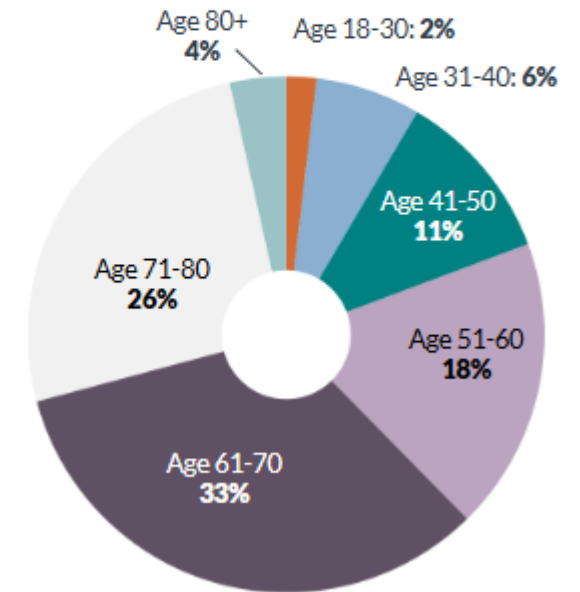
- Public media accounted for nearly $\frac{1}{4}$ of all activity.
- Public media represents only 17% of Giving Docs' client base

Public Media Insights from Giving Docs

- Average donor age: 63
- Gift disclosure rate: 69% of donors shared intentions with station
- Average residual bequest: \$93,000
- 360 completed gift intentions with an estimated value of more than \$14M



**Average Donor
Age: 63**



Planned giving = future-focused giving

National Estate Planning Awareness Week (October 20-26, 2025) offers a unique moment to engage donors in future-focused giving

3 steps to build your strategy:

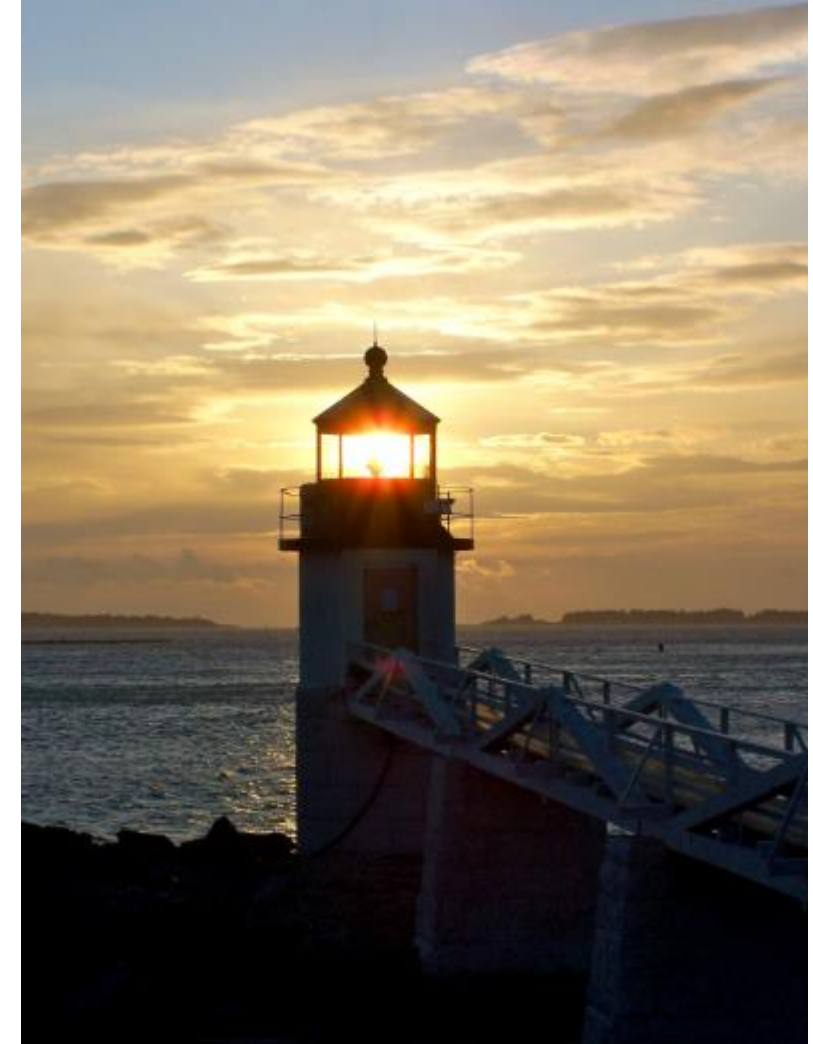
1. Make your legacy program visible on your website
2. Offer free estate planning tools to donors
3. Launch or refresh your legacy society and engagement plans

Host **Estate Planning 101 webinars** to guide donors through the process



Conclusion: turning crisis giving into lasting support

- Crisis giving is an opportunity for lasting donor relationships
- Proven strategies for retention, stewardship, and engagement
- DAFs and planned giving: pathways to sustainability
- CDP & Greater Public: your partners for success
- Let's build a stronger future for public media—
together



Questions, comments, discussion?



THANK YOU.

