

GREATER PUBLIC



Engagement Email Journey Overview - News Stations

PART ONE: Welcome series for new donors:

Day 1: Acknowledgment- Thank you, and the donation receipt

Day 1: Save this email - your membership benefits

Engagement and connections for first-time donors and introduce membership director

Answer frequently asked questions

Welcome and build community

Day 2: Thank you from the leadership/on-air talent

Give a high-profile thank you and introduce the survey

+Week 1: Meet the team

Increase familiarity with people, reiterate trust that donation is a good investment by highlighting annual report, impact, goals, and charity rating, meet the team

+Week 2: Behind the scenes

Make donor feel like an insider

+ Week 3.5: Check-in/Survey

Drive participation in the survey

Can add: Employer match, conversion to monthly

PART TWO: Ongoing engagement

- On-air fundraising
- Year-end acknowledgment
- Top stories selected by you
- A token of thanks

Part One: New Donor Welcome Series

Email 1.A - Acknowledgment Email

Guidelines	This is the donation acknowledgment that donors should get immediately following their gift. In addition to providing a receipt, this email should also help you build a relationship with the donor. The key is to acknowledge the donor more than the dollars. You might think about specifics for your station: What does making a gift mean to this person? How do they see themselves as a result of the donation? Customizations: You may choose to include a prompt to check if their employer will match their gift, a prompt to become a monthly giver (if they aren't already), or a link to access their account online (if you have one)
Segment	New donors
Send time	Immediately following the donation
Subject line	Thank you for being amazing
Sender name	Station name
Preview text	<FName>, we are so glad you are here.

Headline: Thank you for your leadership!

Dear [FName]:

Thank you for choosing to become a member of [STATION]. By joining, you're a leader in [REGION/CITY] who understands that information matters. That news matters. As we face a future where [FEDERAL/STATE] funding to [STATION] has been eliminated, your gift matters that much more to this community.

As a member, you enlighten, inspire, and enrich [REGION/CITY] by supporting our team. Because of you, we'll continue to dig deeper to gather news and analysis that makes a difference even though [STATION] faces a new financial reality. From [part of community] to [part of community], you're building a stronger, more informed [community name].

We've included your gift receipt below with information about your donation, and we'll send you a tax receipt in January of next year with full details of your year of giving. Thank you so much for your generosity today.

The team at [STATION]

P.S. We have some FAQs about your membership here.

INSERT GIFT RECEIPT INFO INCLUDING 501c3 TAX ID

Email 1.B - Benefits Email

Guidelines	This email should come right after the first donation (we recommend within 10 minutes). The purpose of this email is to give new donors a personal thank you and give them anything you think they need right away. This could be a variety of things: access to membership logins, special offers, or a list of perks. It could also be frequently asked questions, links to upcoming events, or other community-boosting engagements. Create a sense of community online by: ● Creating a social media welcome post and inviting new members to introduce themselves ● Creating an online space where members can post an introduction (for example, kudoboard, a blog post with comments, or a message board) Other customizations: The timing can be sooner or later after the donation - think about the donor - what do they need and when?
Segment	New donors
Send time	10 minutes after the first donation
Subject line	How to get the most from your membership

Sender name	Membership director, Station Name
Preview text	Save this email - your membership benefits

Hi [FName] – we are thrilled to count you as a new member to [STATION]. You’ve joined a fantastic community of leaders and friends who choose to support our non-profit media organization. At this time where community support is even more critical as we face a future without [federal/state] funding, having your support has never been more important.

Throughout your membership, I’ll be in touch periodically to tell you more about the station and how your contribution and other members make the news you rely on possible.

But first things first!

Here’s how to get the most out of your [STATION] membership:

Here are some frequently asked questions from new members [pick 3 options]:

- Member ID, details on membership card
- Thank-you gifts
- Access your membership card online
- Customize your membership preferences
- If you don’t already have it, download the [STATION] app to listen anywhere
- Check out your membership perks by clicking here
- We’ll send you periodic updates, but check out our newsletters to subscribe to more specific topics like X, Y, Z
- Follow along on social media – feel free to drop a line and let us know you’re a new member!

- Introduce yourself in our member message board
- Check out upcoming events <link>

Thanks again for becoming a [STATION] member. I look forward to getting to know you!

[NAME]

[TITLE]

[CONTACT INFORMATION]

PS. Did you know your employer may double your support for [STATION]? Contact your HR department today to find out if your donation can be matched.

Footer:

Share your donation and inspire your friends to match your support for [STATION]!

Email 1.C - Welcome from a high-profile sender

Guidelines	This email should be delivered within a few days of the first donation (we recommend the day after their first donation). This email aims to give new donors a sense of connection to high-profile station staff/talent/board and to invite participation in a new member survey. Pick the ideal sender by considering who donors would be most excited to hear from. Beloved on-air personalities or maybe station leadership? It's up to you. Other customizations: Make this email as personal as possible from the sender - maybe they'd like to share what they love about your local area or how they first became involved with the station. Details like these build rapport. We've recommended a new donor survey, but you could also invite new donors to reply to emails with one distinct question or remove that option.
Segment	New donors
Send time	The day after the first donation
Subject line	My sincere thanks
Sender name	Key leadership/on-air talent, Station Name

Preview text	It means a lot to us, <FName>
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Dear [FName],

I am thrilled and honored to personally extend my heartfelt thanks to you for becoming a member of [STATION]. My favorite part of our community is [favorite thing about community]. As [STATION] prepares a budget and plans for a future without [federal/state] funding, your membership comes at the perfect time.

The strength of [STATION] lies in the collective support of listeners like you. As part of our community, you're joining forces with a passionate group of individuals who share a common goal: to ensure that independent and reliable journalism continues to thrive in our region.

Your decision to join signifies your dedication to unbiased news, diverse perspectives, and engaging content. Your support directly contributes to our ability to bring you thought-provoking interviews, in-depth analysis, and quality programming that enriches our community's understanding of the world around us.

I hope you'll share with me a little about YOU by taking a few minutes to fill out this questionnaire <LINK>. It will help us tailor events and information for you. My favorite part is reading about how you first became a listener to [STATION] <LINK>.

Thank you for being an essential part of [STATION]; please feel free to reach out if you have any questions or suggestions. I look forward to learning more about you!

With gratitude,
[NAME]
[TITLE]

[CONTACT INFORMATION]

P.S. Stay tuned for upcoming programming highlights and exclusive events, all made possible thanks to members like you!

Email 1.D - Meet the Team

Guidelines	This email aims to make donors feel good about their donation by building relationships and showing the great reasons to feel good about their support - like good financial management, ways to get involved, and reputation. Other customizations: You might choose to highlight just one or two staff members. Increase your ties to the local community by having each staff member share something they love about your community, a favorite place, or a favorite show on the station.
Segment	New donors
Send time	One week after the first donation
Subject line	We're here for you!
Sender name	Team member, Station Name
Preview text	Introducing ourselves

Dear [FName],

Thanks for becoming a member of [STATION] last week! Your support has already made a difference, as we face a future without [federal/state funding]. We are grateful that you stepped up to become part of our community.

At [STATION], we're more than just a [radio/TV/public media] station – we're a group of talented and dedicated folks who love the programming as much as you do. We'd love for you to get to know some of the faces behind the scenes who work tirelessly to bring you the content you love.

Introducing our Finance Director, Alex!

[FAVORITE thing about community] Alex's energy for numbers is matched only by his enthusiasm for community-powered funding. One of his favorite things is knowing that most of our station's funding comes from listeners just like you. Your contribution isn't just a donation; it's a testament to the power of people coming together to support something they believe in. <LINK SOURCES OF FUNDING>

Say hello to our Station Leader, Sarah!

[FAVORITE Show on Station] Sarah is the visionary driving the ship and is thrilled to share some of our exciting plans and goals for the upcoming year. With your backing, we're gearing up to bring you more engaging content, thought-provoking discussions, and captivating music. Get ready to embark on a journey of creativity and connection.

Meet our Development Director, Matthew!

[FAVORITE thing to do on weekends in community] Matthew maintains our relationships with underwriters and sponsors and all our partners that help [STATION] continue to run. For a deeper dive into [Station's] impact and work, you can check out a copy of our most recent annual report <LINK TO ANNUAL REPORT>. Matthew's proud of our reputation in the community, you can see our high ratings from both Charity Navigator, (and or) Guidestar.

Remember, we're always here for you. If you have any questions or suggestions, feel free to contact us at [contact email/phone number]. Together, we're shaping the future of [Station Name], making it a vibrant hub of entertainment and inspiration.

Thank you once again for your incredible support at this important time.
Warm regards,

[NAME]

[TITLE]

[CONTACT INFORMATION]

Email 1.E - Behind the scenes

Guidelines	The purpose of this email is to make donors feel like an insider - a member of the team. You can choose to share any kind of behind-the-scenes picture - maybe something that ties to recent station milestones like an anniversary or a new office.
Segment	New donors
Send time	Two weeks after the first donation
Subject line	A look behind the scenes
Sender name	Membership director, Station Name
Preview text	Dear <FName>, as a new member, it might be your first time seeing this.

Dear [FName],

Have you ever wondered what goes on behind the closed doors of [STATION]? Here's an exclusive peek into the vibrant world that brings you the news and information that you rely on.

[Insert behind-the-scenes picture here]

At [STATION], we're more than just voices on the airwaves – we're a community passionate about delivering news and connecting with our listeners. And we're thrilled that you are a part of it!

Stay tuned for more exciting updates, special events, and of course, the news and information that is with you all week. We're grateful for your support and hope this behind-the-scenes look adds a little joy to your day.

Thank you for being a part of the [STATION] team!

Warm regards,

[NAME]

[TITLE]

[CONTACT INFORMATION]

P.S. Don't forget to let us know your preferences on our member survey! <LINK>

Email 1.F - Check-in/Upcoming Events

Guidelines	This email aims to remind new donors about the new donor survey (if you have one) and to check in to see if they have any questions. Other customizations: Email 5 and 6 can be combined if you choose. The event section can be removed, or replaced with a link or other information.
Segment	New donors
Send time	3-4 weeks after the first donation
Subject line	Do you have any questions?
Sender name	Membership director, Station Name
Preview text	<Fname>, let me know if you have questions.

Hello [FName],

I hope you're enjoying your time as a member of [STATION]! It's been almost a month since you joined us, and I wanted to make sure everything is going smoothly for you.

If you have any questions about your membership or if there's anything you'd like to know, please feel free to reach out. We're here to assist you in any way we can.

We'd also love to get your feedback through our quick Membership Survey <LINK>. Your insights help us improve and tailor our offerings to your preferences. Let us know if you're a superfan or just getting to know [STATION] - either way, we'd love to hear from you! <LINK>

I'm excited to share some updates and events with you:

[STATION Milestone]
[LINK to Upcoming Events]

Thank you for being a valued member of our broadcast community at this critical time. I am looking forward to hearing from you and staying in touch.

Best regards,

[NAME]
[TITLE]
[CONTACT INFORMATION]

Part Two: Subsequent Engagement Emails

Email 2.A - Pre-drive insider look

Segment	Current donors
Send time	One week before the on-air drive
Subject line	Next week
Sender name	Membership director, Station Name
Preview text	You might want to know why...

Hi [FName],

Next week will be busier than usual at [STATION] - our fund drive starts on [DAY].
[IF APPLICABLE: You can access your fundraising-free feed here <LINK>.]

Given your ongoing support for [STATION], we wanted to give you a quick behind-the-scenes glimpse into on-air fundraising at [STATION] - and why it's so important:

- [NUMBER]% of our revenue originates from on-air drives, and it continues to be our most powerful way to raise funds and inspire people to support a resource they use daily. With the recent loss of [federal/state] funding - growing that percentage is taking on more importance than ever before.

- Behind the scenes, a dedicated team keeps the drive on-point, scripting hosts and managing donations.<SHARE PICTURE>
- Extensive preparation goes into messaging with scripts, recordings, and even rehearsals.
- Drive goals are meticulously planned based on listener metrics and past performance. In this particular campaign we are focused on recruiting new members - especially monthly givers - to help us meet the immediate and long-term revenue gap we face with the loss of federal funding.

On-air fundraising is always changing!

We know everyone has opinions about on-air fundraising and we want to know what you think. Please send me a note or contact listener services.

Again thanks for your support and enthusiasm, and being a part of this community. Your confidence and support are making a difference.

Best,

[NAME]

[TITLE]

[CONTACT INFORMATION]

Email 2.B - Year End Thanks

Segment	Current donors
Send time	Last two weeks of the year
Subject line	Look what you did!
Sender name	Membership director, Station Name
Preview text	[Fname], this is possible because of you.

Hello [FName],

We talk about you often at [STATION]. We talk about how you make everything possible.

So in the spirit of the season, I want to raise a virtual glass of bubbly to you and the members of the [STATION] community who are such an essential part of our team. Your list of accomplishments is long, but these are my favorites:

[Ideas for topics - select three (or four only if you can't help yourself). Keep each topic point to two or three sentences, and include a photo with each.]

1. Extensive News Coverage
2. Special Reporting
3. Expanded Coverage

4. Community Events
5. Live Event Series
6. New Programming
7. New Apps, podcasts, mobile web options
8. Community Outreach

Again, on behalf of everyone at [STATION], our deepest thanks. Your leadership and support of [STATION] inspire this work. In a year where so much has happened, having you and so many other new supporters join our community of supporters has been a high point! From all of us at [STATION], we wish you a happy and healthy [YEAR] ahead!

Cheers,

[NAME]

[TITLE]

[CONTACT INFORMATION]

Email 2.C - Top Stories/Music Selected by You

Segment	Current donors
Send time	Evergreen
Subject line	The top five
Sender name	Membership director, Station Name
Preview text	Were these your favorites too?

Hi [FName],

I thought you might be interested in what some of the most [listened to/commented on/shared] [stories/blog posts] were among [STATION] listeners in [YEAR/MONTH]. If you haven't yet, check them out and see what all the buzz is about.

[Pick your top five. Include links to pages and the headline, and maybe a couple of lines of text from the story along with a picture.]

Thanks for all your support, and as always, stay in touch. You can reach audience services or me at [PHONE] [EMAIL] with your comments, questions, or anything else.

Best,

[NAME]

[TITLE]

[CONTACT INFORMATION]

Email 2.D - A small token of thanks

Segment	New donors
Send time	evergreen
Subject line	Something for you
Sender name	Membership director, Station Name
Preview text	I love seeing this!

Hello [FName],

I love when I'm out in [CITY/REGION] and see a [STATION] sticker on a car, laptop, or in the window of a great local business. It's a visual reminder of the terrific community we belong to and how the programming on [STATION] connects people— during times we often feel like there's so much divisiveness.

So, I wanted to check in to see if you have a [STATION] sticker and if you would like us to send you one! Fill out this quick form <LINK>, and we'll drop one in the mail so you can proudly display your love and support of public radio in our community.

Thanks so much,

[NAME]

[TITLE]

[CONTACT INFORMATION]