

KLRN donors FY 2020-22: 23,000

Based on a dozen donation characteristics, KLRN members fall into four distinct groups

Steady Donors: 10,000

8 out of 10 renewed, while only half as many Loyal Donors and 5% or less of others did so

Age: 69

Female: 57%

Income: \$75,900

New Donors: 6,800

Nearly all are first-time donors, and they are the most likely to donate online

Age: 63

Female: 59%

Income: \$70,100

Loyal Donors: 3,400

Half made additional pledges, while 2% or less of other donors did so

Age: 75

Female: 54%

Income: \$74,200

Transactional Donors: 3,500

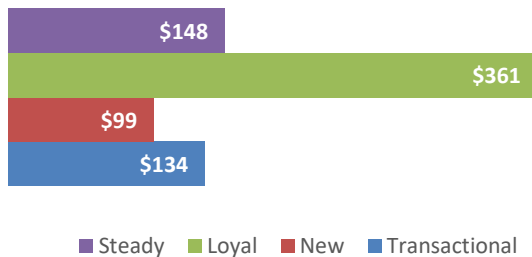
9 out of 10 lapsed and rejoined, while 11% or less of other donors did so

Age: 71

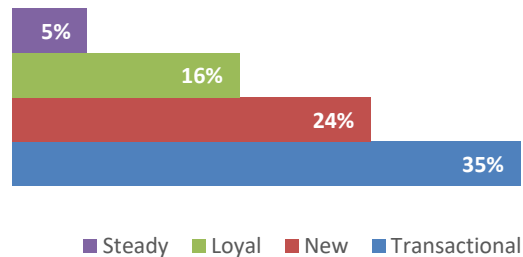
Female: 59%

Income: \$74,700

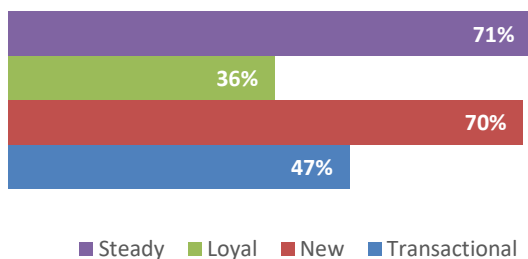
Average Annual Donation



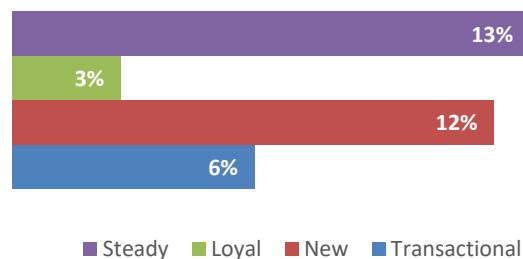
Selected a Gift



Activated Passport



Opted as a Sustainer



Passport vs. Gifts FY 2020-22

Segmenting by just Passport activations and Gift premiums shows that while Passport Members on average gave half as much annually, their donations overall made up 41% of all member giving. Passport Members who also selected a Gift accounted for an additional 10% in giving.

Passport: 13,300

Age: 64

Female: 58%

Income: \$78,200

Gifts: 3,300

Age: 72

Female: 61%

Income: \$61,400

Neither: 5,400

Age: 76

Female: 53%

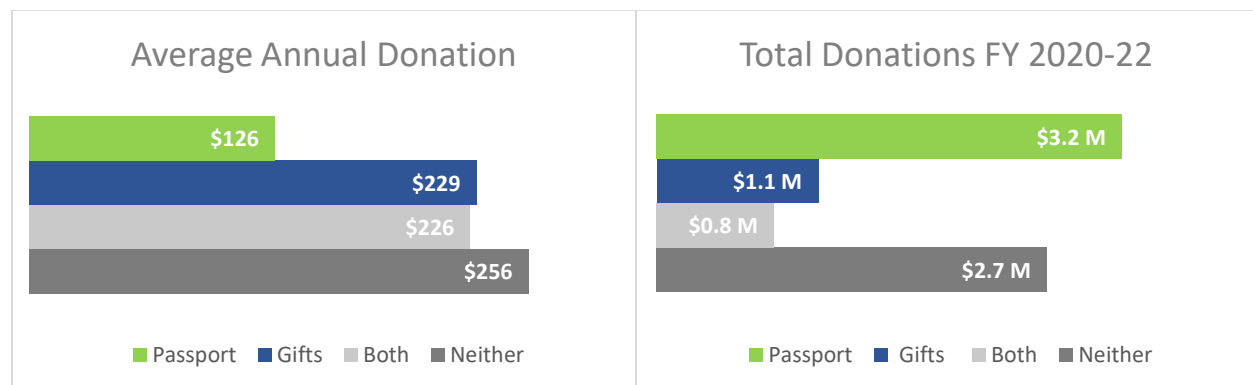
Income: \$72,000

Both: 1,800

Age: 70

Female: 60%

Income: \$71,800



First-Time Donors 2020-22: 6,800

Filtering by first-time donors shows that 63% activated Passport, and they renewed at twice the rate of other new donors, while those giving the most dollars showed no interest in Passport or Gift premiums.

Passport: 4,300

Age: 61

Female: 58%

Income: \$73,700

Gifts: 1,100

Age: 69

Female: 62%

Income: \$57,000

Neither: 1,000

Age: 73

Female: 56%

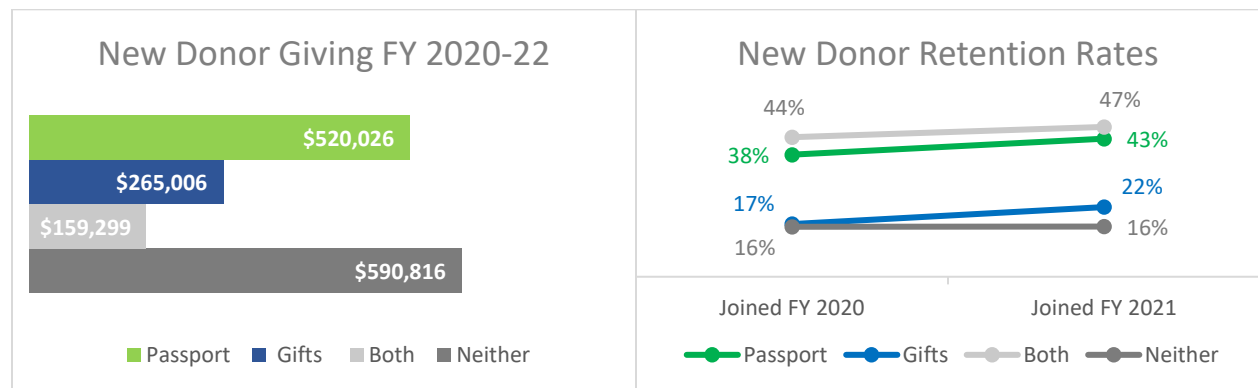
Income: \$69,800

Both: 500

Age: 66

Female: 63%

Income: \$63,100



Summary: KLRN donors FY 2020-22

- PBS projects that on-demand streaming audience growth over the next five years will not keep up with a shrinking linear TV audience
- KLRN's growing Passport membership so far offers us the best hope:
 - Our 9,400 Passport Members are up 73% from three years ago
 - 44,300 monthly Passport views is only half of total digital streaming
- While Passport donations are only half of other donations, the high number of Passport Members amounted to 41% out of \$7.8 million in total giving
- New Passport Members renewed at twice the rate of other new donors
- Even with smaller average donations, a large and growing membership base will help democratize public media

Recommendations

- Experiment with when and how we offer Gift premiums on donation pages
- For donation pages that limit Gifts, make them Passport enabled by default
- Experiment with making donation pages Sustainer-first by default