

KLRN donors FY 2020-24: 30,000

Based on a dozen donation behaviors, KLRN members fall into three distinct groups

Digital Adopters: 10,000

Highest Digital Engagement: Nearly all donated online (93%), and activated Passport (95%) – and they prefer dramas, and science and nature documentaries.

Mostly New Donors: Two-thirds are new donors (69%), and they are more likely to join as a sustainer (9%) than other donors.

Lower Renewals: While they are almost twice as likely to renew (13%) than Transactional Donors (8%), they are six times less likely to renew than Loyal Donors (73%).

Loyal Donors: 14,000

Highest Commitment: They are most likely to renew (73%), and make added donations (13%).

Highest Passport Engagement: Two thirds activated Passport (65%), and on average watch twice as many videos as Digital Adopters – and they prefer news and public affairs, and dramas.

Higher Donations: On average, they donated three times more a year (\$182) than the Passport qualifying level.

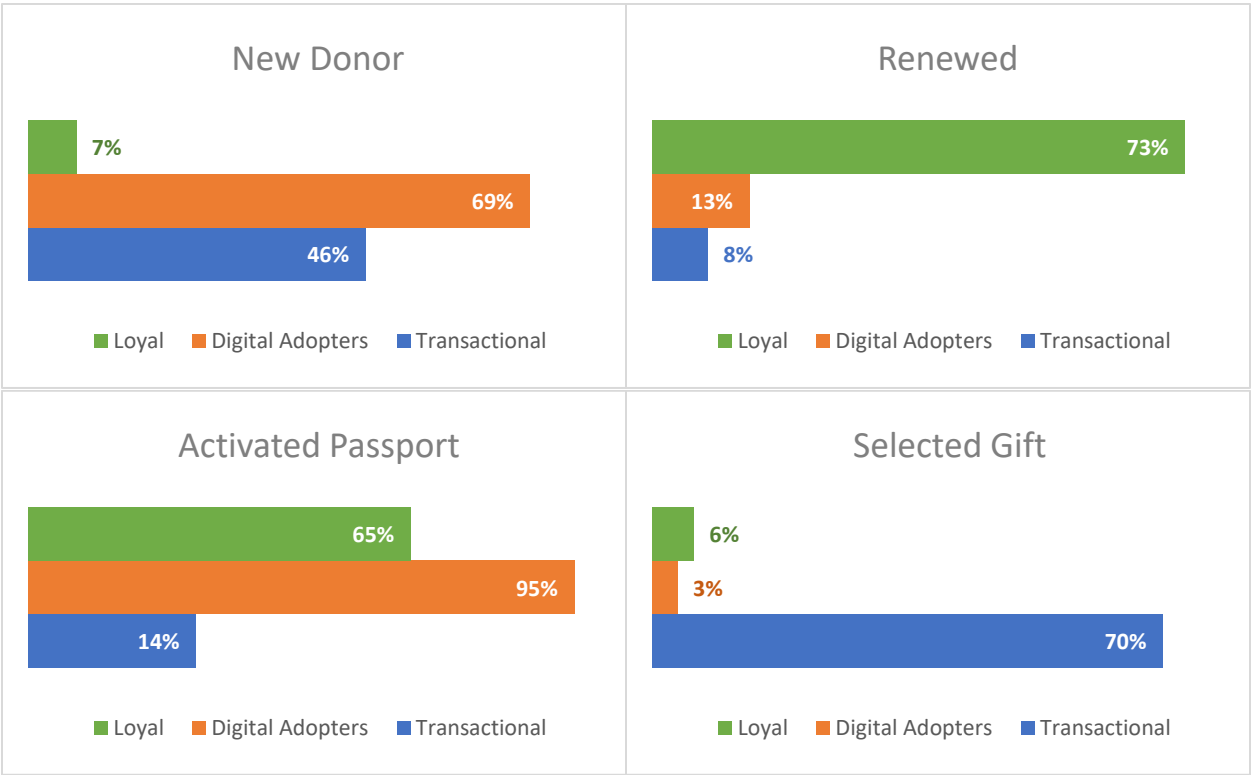
Transactional: 6,000

Most Want a Gift: They are most likely to select a gift (70%) - while just 5% of other donors do - and two out of five lapsed and rejoined (43%), suggesting many respond to specific appeals.

Lowest Digital Engagement: Most do not donate online (17%), or activate Passport (14%) – and the few Passport viewers have scattered interests.

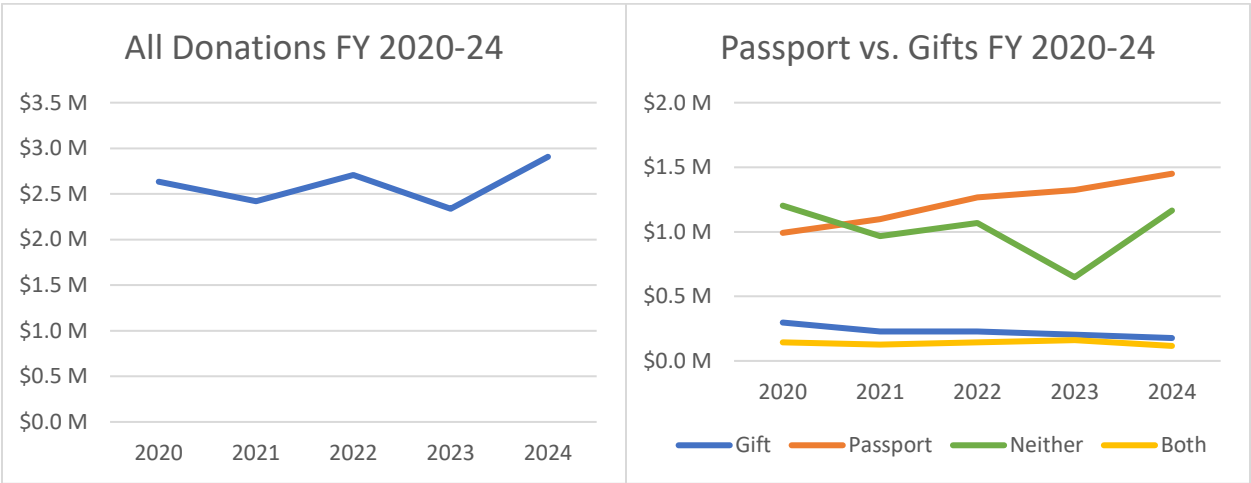
High Annual Donations: While on average they give the most per year (\$338), much of it is probably due to required gift levels, and they are least likely to renew (8%).

Snapshot of Donor Groups



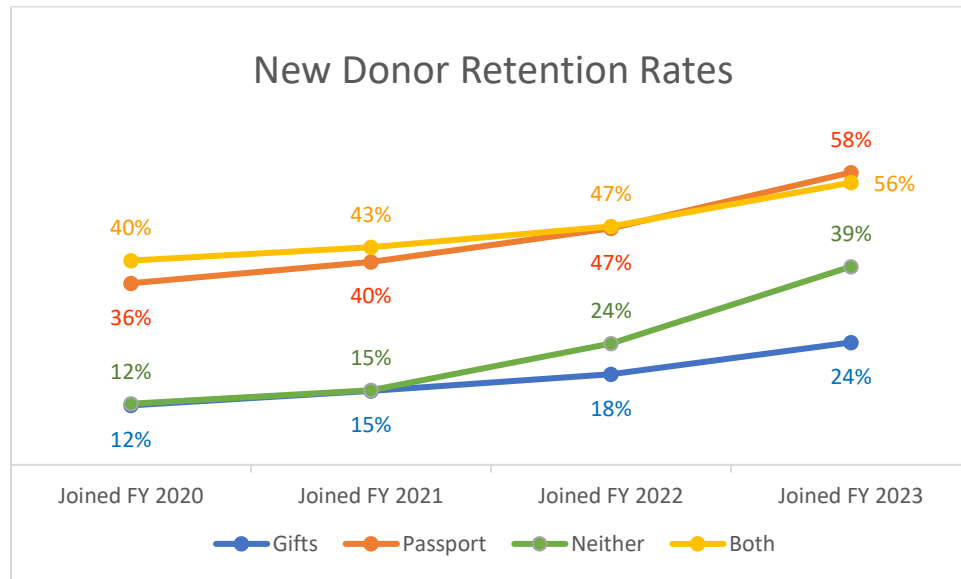
Passport vs. Gifts FY 2020-24

Total donations have been stable in recent years, but reached a high of \$2.9 million last year, up 12% from five years ago. Segmenting by Passport activations and Gift premiums shows that **half our donations come from Passport members** who do not ask for gifts, and **this is the only segment growing**.



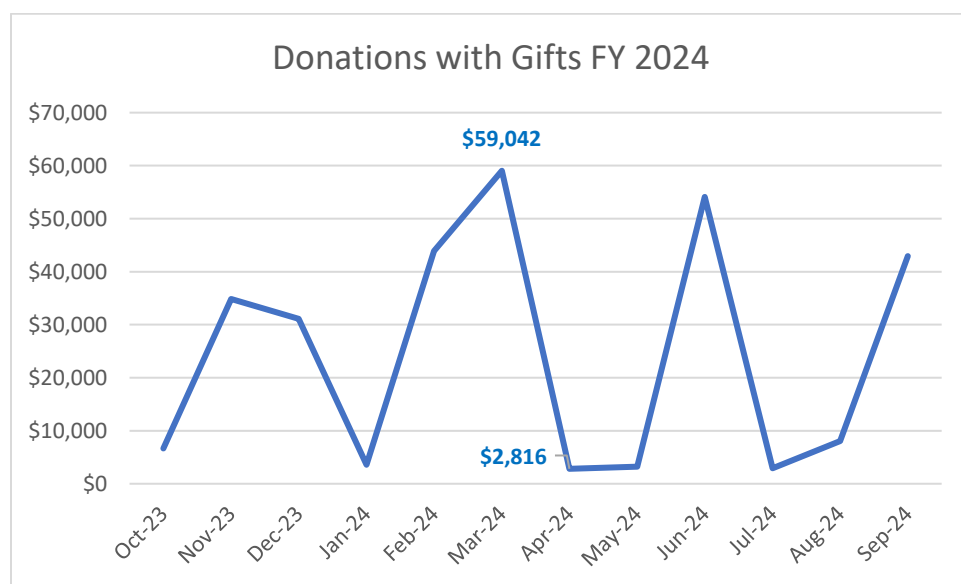
First-Time Donors 2020-23: 12,600

Filtering by first-time donors through FY 2023 shows that 75% activated Passport, and over five years they renewed at three times the rate of other new donors who did not activate Passport.



Donations With Gifts

Looking at the past year, total donations with gifts requested range from as high as \$60,000 a month during pledge drives to as low as \$3,000 a month outside of pledges.



Summary: KLRN donors FY 2020-24

- Donations are up 12% from 5 years ago, all from Passport members who did not ask for a gift
- Half of our donations come from Passport members
- After 5 years, a third of Passport members are still with us, while just a tenth of non-Passport members are
- Two-thirds of new donors are digital adopters, while half are transactional
- Nearly all digital adopters activate Passport, while two-thirds of loyal donors do, but loyal donors watch twice as many videos