

# SYNERGY - UW Working with Major Gifts

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## Exchange Exercise

- \* My Members think the station is sounding toooo Commercial
- \* Members think that if tooo many companies underwrite on the station, they don't need to pledge
- \* Those UW Sales People are always wanting access to my Members for their clients
- \* There are hundreds of tasks to be done in Membership for EACH of our 10,000 Members - UW & Major Gifts are always "stealing" Members
- \* It seems like Management appreciates the money from UW but takes the membership \$\$ for Granted!
- \* I wish UW would stop asking for Premiums to give to UWs. Our premium budget is limited.



## Exchange Exercise



- \* UWs don't want to start or run their announcements during the fundraiser.
- \* Membership is appreciated by the On-air staff, but money from UW is always treated as suspect.
- \* UW Sales people are scheduled for 3- 4 hour shifts during the fundraiser during the most productive selling time!
- \* UW are the LEAST demanding of Programming! They want their spots to run when contracted and their names pronounced correctly.
- \* Membership is so reluctant to share names we could convert \$250 Corporate Memberships to \$5,000 UW Contracts!
- \* Members, Members, Members that is all we ever hear – we must keep them happy and UWs are “buying” a service there are no budgets for incentives for \$10,000 UWs when \$60 Members each get a mug!

## Exchange Exercise

- \*The Major Donor Officer gets the respect of the Board and the General Manager.
- \*The Major Donor Officer is considered a "VIP" to everyone around the station. Major Donor Officers get to go out to lunch, meetings and special events and just enjoy themselves while the rest of us need to "work" those events!!
- \*Major Donors are treated with "KID Gloves" where Members & UWs are just the "regular" supporters around here.
- \*The Major Donor Department expects me to turn over all of my \$500, \$1,000 and \$1,500 Members - at \$50 Bucks each for a regular Membership that's 30 Members I need to replace that one name!!
- \*Major Donors often want to use valuable UW avails if they give their gift from their family or company foundation.....
- \* Don't those commissioned UW Salespeople understand they are violating the AFP Code of ethics.....



# Important Synergies



- Major Donors are people who care personally and deeply about public radio
- Many Underwriters give more because they care about public radio than about positioning their messages
- Many small business owners who might otherwise want to be major donors give through their businesses because of more favorable write-off

# Cross Pollination



- Many corporate decision-makers can be cultivated to make personal gifts
- Many major donors can be influential in connecting their companies to a station's underwriting program

# Diversity of On-Air Messages



- A healthy station includes messages recognizing individual gifts in addition to corporate support.
  - This is a good way to offset the perception of creeping commercialization

# Different things motivate different people



- Just as there is nothing wrong for people to make a contribution in order to get a CD or DVD
  - It's OK for a company to give because it wants its message to reach the ears of Morning Edition listeners.





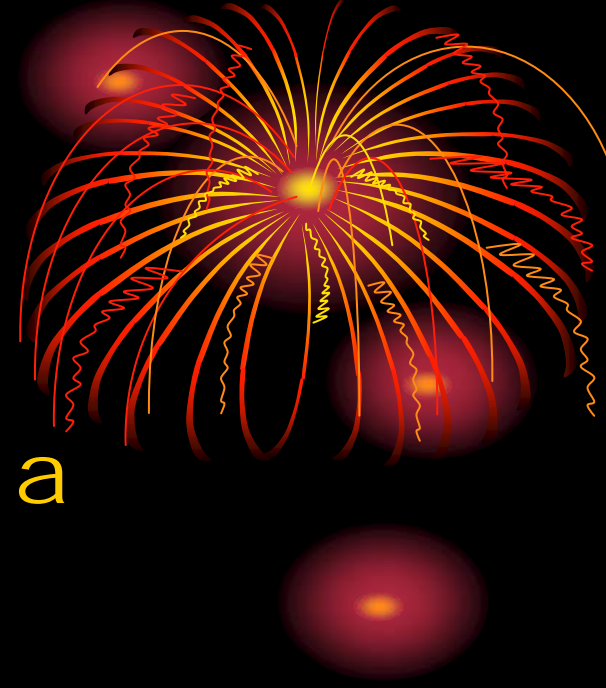
- When should we go on JOINT CALLS/ASKS?
- Who gets the “credit” for the gift/contract?



- How often do we meet and share prospect names?
- What kind of regular meetings/communication happens now?



- How do we communicate with other departments?
- Fiscal?
- Programming?
- Membership?
- Grant Writing?
- UW?



- How can we make this a Win/Win/Win?
- Is it all about “counting the \$\$???”



- Should our goals also include sharing prospects and names?
- Should our work reflect if a Major Gift Officer has worked to steward a Major Donor or Capital Campaign prospect that then decides they want their gift to come from their companies foundation? Or they want UW credits?



- What tools & research would benefit UW, Membership, Grant Writing & Major Donor asks?

THANK YOU!!!!!!

