



Public Broadcasting Service (PBS)

1225 S. Clark Street
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2022 Fundraising Plan: PBS Kids

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Overview & Purpose

Given the pandemic's effect on early childhood education, PBS has declared a renewed focus on its family-oriented subsidiary, PBS Kids, directed at a youth audience.

History. The Public Broadcasting Service (PBS) launched PBS Kids in 1999 as part of its “*Ready to Learn*” initiative, which aimed to improve access to early childhood programming among underprivileged children. Now, PBS Kids is the **#1 educational media brand** for children.

Looking Ahead. There's no doubt that 2020 brought significant changes to how we live, work, and learn. In a post-pandemic environment, schools are increasingly reliant on free, public resources to keep students engaged while attending virtual lessons and to ensure a smooth transition back into the classroom. Even before the pandemic, experts projected that the online education market would reach \$350 Billion by 2025 (Koksal, 2020). Given the unprecedented demand for e-learning services due to COVID-19, it's likely this figure is even higher today.

Mission, Vision, and Values

The PBS Kids' **mission** is to spark lifelong learning for all kids, especially those with the greatest need for support. We **envision** a world where all children can reach their fullest potential through the power of educational media. For the next five years, we commit to the following core values:

Trusted Television, Quality Online Programming. For over 20 years, PBS Kids has been America's TV classroom, broadcasting beloved children's series such as *Arthur*, *Cyberchase*, and *Curious George*. In addition to our televised programming, PBS Kids also provides digital services, including online games, e-books, mobile apps, and online parenting resources through PBS Parents.

School Readiness. Make no mistake - kids learn a *lot* during the school year. But retaining this knowledge during the summer can be a challenge, especially for busy, working-from-home parents. PBS Kids fills this gap by keeping kids mentally engaged (and most importantly, occupied!) during those hot summer months.

Socio-emotional Learning. PBS Kids understands the importance of a solid socio-emotional learning curriculum. We incorporate this philosophy into our programmings to help children develop foundational social and emotional skills while keeping it fun.

Diversity, Equity, & Inclusivity (DEI). DEI is a bedrock value at PBS Kids given that our programming attracts a higher proportion of minority and low-income viewers for both TV and online channels (“PBS Kids”, 2016). We promote these values by representing *all* children onscreen and presenting DEI themes in our content.

Case for Support

Executive Summary

Like many schools, educators, and families these days, PBS Kids reimagines the future of learning – and the role we play in it. According to experts, Summer 2021 will be a critical period for students to retain what they learned (or catch up on what they *didn't* learn) during their online

classes. However, many parents cannot afford private tutors, summer camps, or other forms of childcare. ...**That's where PBS Kids comes in.**

Statement of Need

Our **2021-2025 Strategic Plan** (see pg. 3 below) announces our renewed focus on creating quality, educational programming for children. That's why in addition to our annual fundraising goal of \$15M, our **Smarty Pants Summer Initiative** launching in Fall 2021 aims to raise \$625,000 **this year** to support a suite of new educational programs across our television, online, and mobile platforms. Our need for these additional funds is justified in the table below.

| Item | Smarty Pants Summer Campaign |
|---------------------------------|------------------------------|
| "Smarty Pants Summer" TV series | \$410,000 |
| Program rights | \$75,000 |
| Online modules | \$100,000 |
| Advertising/Promotion | \$5,000 |
| Community outreach | \$15,000 |
| Misc. program expenses | \$20,000 |
| Total Need: | \$625,000 |

How You Can Help

PBS Kids is made possible by **viewers like you**. But there is work to be done. Media is a powerful tool to open minds, hearts, and doors for children of all backgrounds. By committing to an annual gift to support PBS Kids, you're helping to spark learning in the next generation of leaders. Our goal as we march into 2021 is to supplement the support we currently receive to promote learning during a national educational crisis better. For more information on how you can help, please visit www.PBSKids.org/support or contact developmentdirector@pbskids.org.

Strategic Plan

PBS Kids plans to roll out a new, comprehensive educational content suite at a childhood audience (K-6) by 2025. The Smarty Summer Pants Summer Campaign, launching in Fall 2022, is our first step towards fulfilling this plan:

Step 1. Launch Smarty Pants Summer Campaign.

Step 2. Supplement Smarty Pants programming with a "Back to School" series.

Step 3. Focus on online content creation, including educational blogs for parents; educational games; online streaming services.

Step 4. Open new "PBS Kids Camp" focused on STEM with virtual and in-person options.

The scale of our fundraising efforts must be commensurate with the increased scope of our goals. More information on our fundraising plan is included below.

Department Information Needs

1. Development Department Staff
 - Director of Development
 - Annual Fund Director, Foundations and Corporate Manager, and Government Grants Manager
 - Major Gifts Manager, Planned Giving Consultant, and Prospect Researcher
 - Development Database Coordinator and Event Coordinator
2. Board: Board of Directors; Development, finance, and audit committees
3. Technology, Basic Infrastructure, and Operational Systems
 - Fundraising Database: Blackbaud Raiser's Edge
 - Manage data effectively and develop a comprehensive fundraising plan
 - Website: Wix platform
 - Update website to include an easier one button donate process
 - Create more detailed pages for events and specific campaigns
 - Design software and E-marketing system:
 - Canva: Event graphics and marketing videos for cultivation purposes
 - Constant Contact: utilize for email appeals and to specify audience type
 - Event management technologies
 - Cvent: production elements, speaker resources, venue locations
 - Zoom Webinar: to host virtual events for a larger audience

Three-Year Giving History Snapshot (FY 2017 - FY 2020)

| Funding Source | Year | Amount | Purpose |
|---|------|-----------|--|
| Corporation for Public Broadcasting | 2020 | \$2.5M | Operating support. |
| The Maurice Gelina and Barbara McClees Foundation | 2020 | \$75,000 | Discretionary support. |
| Suzan R. Mackler Fund | 2019 | \$25,000 | Capital campaign. |
| Creative Fund International | 2019 | \$1.2M | Children's television programming. |
| Children's Media Foundation | 2018 | \$500,000 | Children's television programming. |
| Wilmington Family Foundation | 2018 | \$700,000 | Capital campaign. |
| Bill & Melinda Gates Foundation | 2018 | \$3M | Online STEM content.. |
| MacArthur Foundation | 2017 | \$1M | To support research on the impacts of media on educational outcomes. |
| NEA | 2017 | \$500,000 | For arts-related programming. |
| NEH | 2017 | \$2M | To support research on the impacts of media on educational outcomes. |
| Verizon Foundation | 2017 | \$25,000 | STEM programming. |

Goals

| Fundraising Goals: | Amount (\$) | | | Number of Donors | |
|-----------------------|------------------------|------------------------|-------------------------|---------------------|--------------------|
| | FY 21 (Projected) | FY20 (Achieved) | % Increase 2020 to 2021 | FY 2021 (Projected) | FY 2020 (Achieved) |
| Annual Fund | \$7,556,500.00 | \$5,667,375.00 | 25% | 0 | 0 |
| <i>Board</i> | \$ 3,556,375.00 | \$2,667,281.25 | -- | 13 | 13 |
| <i>Direct Mail</i> | \$900,125.00 | \$675,093.75 | -- | 750 | 694 |
| <i>Text Message</i> | \$800,000.00 | \$600,000.00 | -- | 600 | 420 |
| <i>Online</i> | \$1,500,000.00 | \$1,125,000.00 | -- | 1250 | 1189 |
| <i>TV Advertising</i> | \$800,000.00 | \$600,000.00 | -- | 70 | 69 |
| Major Gifts | \$1,500,000.00 | \$1,125,000.00 | 25% | 30 | 30 |
| Planned Gifts | \$850,000.00 | \$637,500.00 | 25% | 8 | 8 |
| Foundations | \$1,812,500.00 | \$1,359,375.00 | 25% | 2 | 1 |
| Corporations | \$3,906,000.00 | \$2,929,500.00 | 25% | 2 | 1 |
| TOTAL | \$15,625,000.00 | \$11,718,750.00 | 25% | 2725 | 2425 |

Objectives

1. **Gain 300 new donors and connections.**
Some may be grantmakers, but regardless, our objective is to expand our capacity.
2. **Identify 500 prospects.**
To meet our new donor objectives we must have a solid number of prospects. This will expand our capacity to meet the demand.
3. **Host at least 12 virtual events to keep donors engaged.**
Not knowing what the future brings, these virtual events will allow us to stay on track with our cultivation goals through the use of a different medium.

Timeline

| | Activity |
|-----------|--|
| January | Thank previous donors; meet with the board; identify database and research tools; begin prospect research. |
| February | Continue prospect research; gather grant guidelines; hire and train new volunteers; determine software needs. |
| March | Hire a planned giving consultant; make marketing materials; select honoree for Gala; prepare for letters of inquiry. |
| April | Establish a bequest society; send mailers; conduct personal solicitations; make warm calls. |
| May | Send proposals; continue personal solicitations & cultivations as needed. |
| June | Host gala |
| July | Begin recruitment for next year's fund; continue stewardship of donors who have given already; continue personal solicitations & cultivations as needed. |
| August | Back-to-school mailers; continue personal solicitations & cultivations as needed; continue stewardship of donors who have given already. |
| September | Continue stewardship of donors who have given already; continue personal solicitations & cultivations as needed. |
| October | Continue stewardship of donors who have given already; continue personal solicitations & cultivations as needed. |
| November | Year-end mailers; host donor recognition events |
| December | Host volunteer recognition events |

Prospect Sources, Research, & Methods

Prospecting and Research Methods. We have a paid Candid subscription and employ a prospect researcher to identify and report on potential funding from this database. We maintain a robust internal donor database to identify existing donors that are likely to give again.

Fundraising Methods. We diversify our fundraising methods by including the following strategies, which we have segmented based on the target audience and previous level of giving and/or involvement:

- Direct mail and phone calls (older audiences, existing relationship)
- Text campaign; social media advertising (younger audience, current relationship)
- Television advertising (general audience, no current relationship needed)

Use of Volunteers

A total of 30 volunteers will be recruited and managed to help with fundraising opportunities.

- Create clear descriptions of volunteer opportunities
- Leverage existing volunteer network to recruit volunteers
- Create a social media campaign

- Connect with corporate and community partners
- Offer a range of volunteer opportunities such as special events management, annual fund, campaign-specific fundraising, and in-kind donations.
- Utilize community leaders

Promotional and Solicitation Materials

- Newsletter & E-Newsletters: Quarterly
- Annual Report: Annually
- Direct Mail: Quarterly
- Electronic Mail: Quarterly
- Social Media: Facebook, Instagram & Twitter – Weekly Updates
- Website: Online user-friendly donation platform
- Special Events: Seasonal events, Gala, Annual Conference, quarterly lunches

Donor Recognition, Benefits, & Stewardship

| Gift Amount | Gift Club Status | Benefits and Privileges |
|-----------------------|-----------------------------|--|
| \$1 - \$1000 | Curious George | Thank you letter , Quarterly Newsletter, Invitation to benefit event |
| \$1,001 - \$10,000 | Mister Rogers' Neighborhood | Curious George benefits plus: Highlight donor in donor annual report roster , personal recognition via phone with personalized thank you gift |
| \$10,001 - \$50,000 | Dragon Tales | Curious George + Mister Rogers' Neighborhood benefits plus: Special Invitation to annual Gala |
| \$50,001 - \$100,000 | The Magic School Bus | Curious George + Mister Rogers' Neighborhood + Dragon Tales benefits plus: Highlighting donor on our website, social media, and prints |
| \$100,001 - \$500,000 | Sesame Street | Curious George + Mister Rogers' Neighborhood + Dragon Tales + The Magic School Bus benefits plus: Special recognition and invitation to dinner with CEO |
| \$500,001 + | Clifford the Big Red Dog | Curious George + Mister Rogers' Neighborhood + Dragon Tales + The Magic School Bus+ Sesame Street benefits plus: Invitation to special conference and opportunity for naming unveiling |

Our Gift Club matrix is not the only way we support and steward our donor base. We consider our donors to be family, and to recognize just how much we value these relationships, we started the **Viewers Like You Monthly Newsletter** to share news about our organization and celebrate the support we receive. Each month spotlights a donor who has supported our organization in the past, whether that support is monetary, in-kind, or simply volunteer work.

Budget

| Line Item | Budget | Line Item | Budget |
|------------------------------------|--------------|---|---------------------|
| Development Salaries | | Development Operations (cont.) | |
| Director of Development | \$80,000.00 | Travel Expenses | \$4,000.00 |
| Annual Fund Director | \$65,000.00 | Board Expenses | \$2,000.00 |
| Major Gifts Manager | \$62,000.00 | Operations Subtotal | \$109,726 |
| Foundations & Corporate Manager | \$60,000.00 | Marketing | |
| Government Grants Manager | \$60,000.00 | Publications | \$54,863.00 |
| Development Database Coordinator | \$55,000.00 | Advertising | \$54,863.00 |
| Event Coordinator | \$55,000.00 | Marketing Contingency | \$62,572.00 |
| Planned Giving Consultant | \$40,000.00 | Marketing Subtotal | \$172,300.00 |
| Prospect Researcher | \$20,000.00 | Events/Gala | |
| Subtotal | \$477,000 | Awards/plaques | \$18,000.00 |
| Fringe Benefits | \$235,125 | Florist | \$15,000.00 |
| Development Salary Subtotal | \$732,125.00 | Tables/Decor | \$6,600.00 |
| Development Operations | | Catering | \$25,000.00 |
| Office Rental | \$64,826.00 | Venues | \$100,000.00 |
| Postage | \$18,200.00 | Bar | \$25,000.00 |
| Printing | \$8,300.00 | Band/Lighting/Sound | \$45,000.00 |
| Computers | \$3,500.00 | Transportation/Valet | \$5,000.00 |
| Software/Database Resources | \$1,200.00 | Event Contingency | \$25,000.00 |
| Cellular Costs | \$1,800.00 | Subtotal | \$264,600.00 |
| Cultivation Expenses | \$6,000.00 | Contingency of 18.4% | \$287,750.00 |
| Supplies | \$500.00 | GRAND TOTAL \$1,562,500 (10% of Fundraising Goal) | |
| Professional Development | \$1,200.00 | | |

Benchmarking

Benchmarking Criteria: (1) Provides educational media programming for both children and adults; (2) Funding sources include members station views, foundations, and/or grants; (3) Classified as a nonprofit media enterprise.

| Benchmarking Organization | Rationale for Selecting |
|---|---|
| National Public Radio Website | Launched Radio Lab for Kids in 2020 from the winners of Peabody Awards and a National Academies Communication Award. NPR is a privately and publicly funded non-profit media organization based in Washington, DC. |
| National Geographic Website | National Geographic has successfully funded hundreds of research and conservation projects worldwide each year, and they inspire new generations through their education initiatives and resources. |
| Public Radio Exchange Website | In 2014, PRX launched Radiotopia, a curated network of podcasts. The network has quickly grown to over 17 million downloads per month. PRX receives funding from public radio stations and producers and a mix of corporations and foundations. |

Evaluation

PBS Kids' development department will conduct quarterly evaluations within the months - March, June, September, and December, respectively. The assessment will measure cost-effectiveness, stewardship, contributions, gift sizes, and prospecting, among other criteria. Two main categories of evaluation will exist, basic measures and performance components. All development staff and other internal stakeholders will be assessed based on how the evaluation follows their job description. Volunteers and board members will also be evaluated.

| | Meaning | Scale (5=highest) | | | | |
|-------------------------------|--|-------------------|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| Basic Measures | | | | | | |
| Donors | Number of giving donors | | | | | |
| Income | Total contributions | | | | | |
| Expense | Total fundraising costs | | | | | |
| Performance Components | | | | | | |
| Prospect Participation | Participants divided by solicitations. | | | | | |
| Average Gift Size | Income divided by total gifts. | | | | | |
| Average Gift Cost | Expenses divided by total gifts. | | | | | |
| Net Income | Expenses subtracted by income | | | | | |
| Average Fundraising Cost | Expenses divided by income. | | | | | |
| Return | Net income divided by expenses. | | | | | |

Scale: 1=Poor 2=Below Average 3=Average 4=Above Average 5=Excellent

References

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