The Changing Public Media Capital Campaign

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Campaign Overviews: Nashville Public Radio

- **Goal:** $4.5M
- **Started:** September 2011
- **Total raised to date:** $3.9M
- **Largest gift:** $350,000
- **145 total gifts to campaign**
- **Average gift:** $25,000
- **All QUIET PHASE so far**

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Campaign Overview: KEXP

- **Goal:** $15M
- **Timeline:** December, 2012 to June 30, 2016
- **Total Raised:** $15.7 (including in-kind)
- **Largest gift:** $1.8M;
- **Total Gifts:** 8,000+ total gifts to campaign
  - 30% of $10,000+ gifts were first time ever gifts to KEXP.
Campaign Overview: KPLU/KNKX

- **Goal:** $7 M
- **Timeline:** January – May 2016
- **Largest gift:** $250,000
- **Total Gifts:** 24,000 total gifts
- **Average gift:** $330

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Lessons Learned: Good, Bad & Awesome
Q&A:

THANK YOU
$7 MILLION IN FOUR AND A HALF MONTHS

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