

WETA's Welcome Series Journey

April Dietrich
Digital Fundraising Manager

About WETA



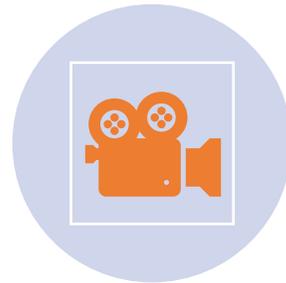
Public broadcasting station for the DC area



5 broadcast TV channels

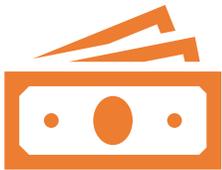


Only classical radio station in the area (+ streaming online)



National productions

About Me



Digital Fundraising Manager



At WETA for 2.5 years



Oversee everything online fundraising



What is a Welcome Series?

Sequence of emails
automatically sent
after someone signs up
for your email list

Introduce your
organization

Potential to convert
prospects to donors

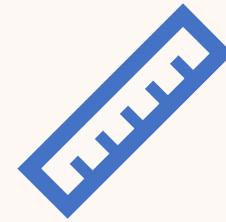
Overview



Revamping WETA's Welcome Series



Goals for the new series



How to measure success?

Former welcome series 1 – PBS sign-ups

STREAMING!

STREAMING!

STREAMING!



Dear April,

Welcome to WETA Passport!

[We're so excited for you to start streaming all of the great content available to you with your on-demand video member benefit.](#) To help you navigate your options, you'll soon receive the new issue of our weekly e-newsletters WETA Highlights and WETA Passport Picks with information about upcoming television programs for our five TV channels (WETA PBS, WETA Metro, WETA World, WETA UK and WETA KIDS).

WETA Passport is our most popular member benefit that allows you to stream full seasons of your PBS and local favorites whenever and wherever you want online or via the free PBS Video App. You're able to binge-watch favorites including The Ken Burns Collection, *Sanditon*, *Unforgotten*, *Frontline*, *NOVA*, *Victoria* and so many more of your favorite PBS dramas, mysteries, cooking shows and history programs.

You can also stream your favorite local public television shows for our Greater D.C. area community such as *If You Lived Here*, *WETA Arts* and WETA documentaries.

Getting started with WETA Passport is easy! Simply download the free PBS Video App on your Roku, Apple TV, Fire TV, Chromecast, Android TV devices, Samsung Smart TVs, Vizio Smart TVs, and online on your computer, tablet and smartphone. Any questions? [We're here to help!](#)

As your local PBS station, we share your passion for streaming quality programs at WETA, which is why we're so thrilled to share this member benefit with you. We hope you enjoy the best of PBS anytime, anywhere with WETA Passport!

Thank you and happy streaming!

Sincerely,



A handwritten signature in black ink that reads "Jeffrey F. Nease".

Former welcome series 2 – general sign-ups

Overview of WETA offerings:

- Weekly e-newsletter
- Program schedules
- Event tickets
- Streaming (TV + radio)



Dear April,

Thank you for joining our online community at WETA! We're happy to have your support and hope you find value in our high quality television programs available anywhere. You might also know us for our commitment to the Washington area's only classical music radio station. Or for our many partnerships with local educational, cultural, and social institutions.

But do you know the value of our online community? You'll soon receive the most recent issue of our weekly e-newsletter *WETA Highlights*, with the latest updates about television programs, Classical WETA FM, special events, and much more!

Additionally, be sure to visit our website where you can check the [program schedules](#) for our five TV channels. You can also [sign up for free tickets](#) offered to local music, dance, and theater performances. And be sure to [watch full episodes online](#) of some of your favorite PBS programs and [listen to Classical WETA FM online](#).

You can also learn about [WETA Passport](#), our most popular member benefit which provides WETA donors extended on-demand access to a rich library of quality public television programming online and on your mobile device.

For more than 50 years, WETA has grown and evolved along with the greater Washington area. Our online community is the latest chapter in this ongoing story—one

WELCOME!

**THANK YOU FOR
JOINING OUR
ONLINE
COMMUNITY AT
WETA!**

VISIT WETA.ORG

After Welcome Series, regular communications include...

Newsletters



June 5 - 11, 2023

Relive the Scene at Legendary D.C. Music Venue The Bayou



An Emmy-nominated documentary chronicles the history of iconic Washington, D.C. nightclub The Bayou, which electrified the local music scene with a dazzling array of heavyweight performers, undiscovered stars, hometown heroes, and onstage follies. *The Bayou: DC's Killer Joint* explores how the venue on the Georgetown waterfront showcased

WETA Streaming Picks

Hi friend,

This week on the free PBS App, honor those service members we have lost. Stream this year's National Memorial Day Concert as it airs tomorrow, a beloved annual WETA production featuring Joe Mantegna, Gary Sinise, Yolanda Adams, and many more.

Then, to continue our celebration of Asian American and Pacific Islander Heritage Month, watch *Fanny: The Right to Rock* to learn how a handful of Filipina American and queer teenage girls came together to form the first all women band to release an album with a major record label.

Finish out this week with two informative segments. On this week's episode of *FRONTLINE*, hear about the invasion of Iraq from those who lived through it. And in a fascinating installment of *American Experience*, residents recount how 1960's integration and renewal eradicated successful Black businesses in Greenwood, OK. All these documentaries and more, are available only on the free PBS App!

April Daalich
Online Community Manager

Invitations



You're Invited

MASTERPIECE PBS VIRTUAL EVENT
SUNDAY, JUNE 11, 2023 AT 3PM ET



ENDEAVOUR THE FINAL SEASON

Join us for a sneak peek of the final season of *Endeavour* followed by a Q&A with lead actor Shaun Evans.

Availability is limited and this event is only available to U.S. and Canadian-based residents.

Sunday, June 11 at
3:00pm ET

[Click here to register](#)

Once registered, you'll receive a unique, nontransferable link for the virtual event.

FEATURING

Shaun Evans
Actor, "Endeavour Morse"

MODERATOR

Jace Lacob
Host "MASTERPIECE Studio"

ABOUT THE PROGRAM

The curtain drops on the acclaimed detective series, portraying the early years of brooding, gifted Sergeant Endeavour Morse of Thames Valley police in Oxford. Shaun Evans stars in the title role, with Roger Allam as his streetwise superior, DCI Fred Thursday. *Endeavour*, The Final Season brings this hit series to a close in three suspenseful episodes on MASTERPIECE, Sundays, June 18-July 2, 2023 on PBS.

ENDEAVOUR
The Final Season airs **Sundays at 9/8c** on
MASTERPIECE on PBS starting **June 18, 2023**
@MasterpiecePBS #EndeavourPBS

MASTERPIECE PBS VIRTUAL EVENT

Fundraising

**LAST CHANCE
DOUBLE YOUR SUPPORT
FOR WETA UK!**

DONATE NOW



Dear friend,

It's the final day of our WETA UK Spring Pledge Drive and we still have \$31,000 to go to meet our critical goal of \$75,000 by midnight tonight.

And great news! **If you act quickly and donate before midnight tonight, your gift will go TWICE as far for WETA UK**, thanks to a special match from generous donors, up to \$10,000.

Plus, to properly get you into the British spirit, we have a great selection of thank you gifts to choose from, including a NEW WETA UK tote bag and pub glass set! Make your pledge by midnight tonight to have your gift DOUBLED and choose from our special selection of WETA UK gifts!

SUPPORT WETA UK

Your donation is essential to making sure we secure your favorite British programs, from classics like *Agatha Christie's Marple*, *Midsomer Murders*, *Inspector Morse* and *Pride and Prejudice* to new hits like *Sanditon* and *Tom Jones*. So, please **ensure we keep these shows available for you and your neighbors in the DC area by helping us meet our goal by midnight tonight!**

New welcome series overview – 3 journeys



General sign-ups on
weta.org

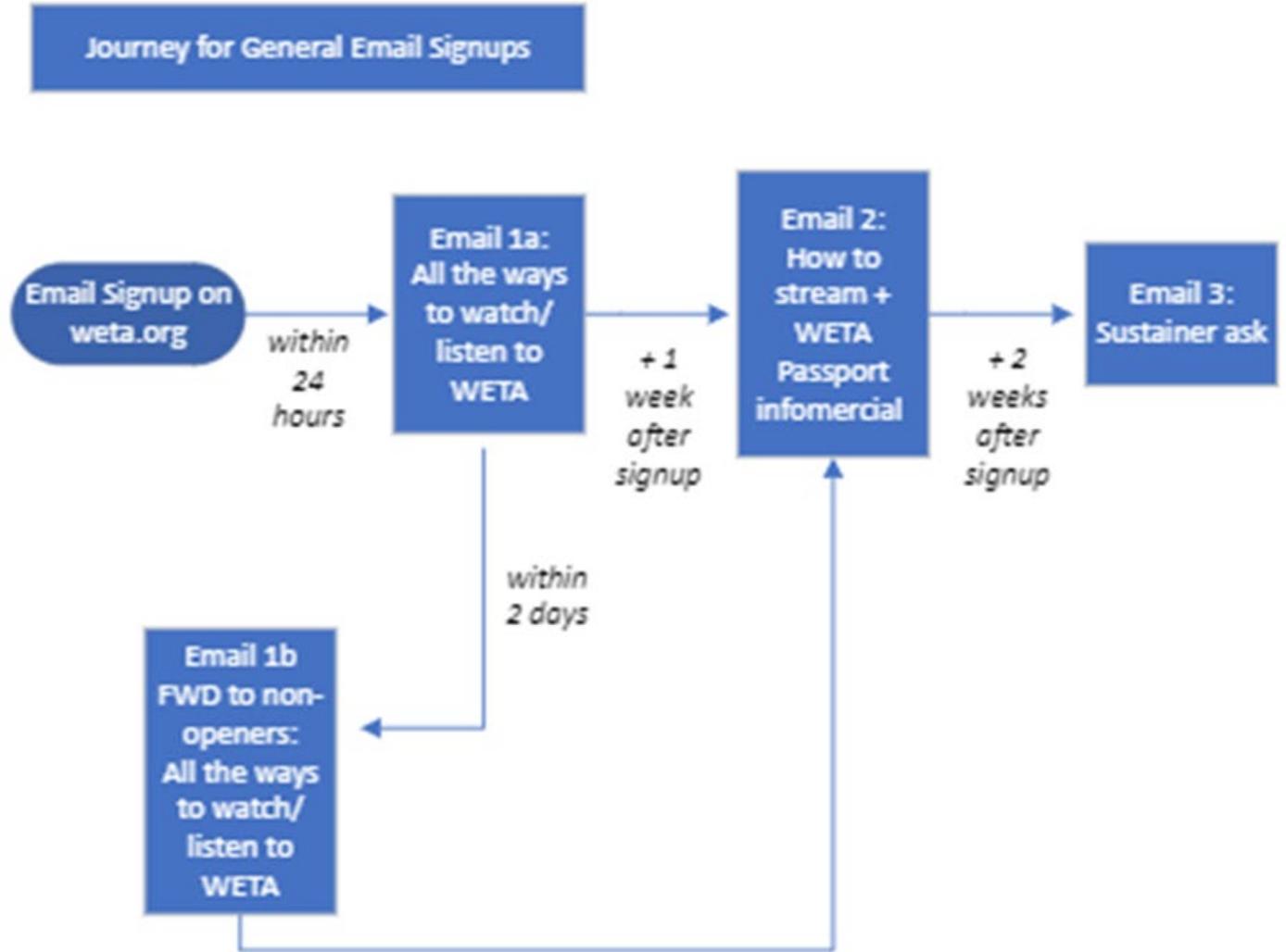


PBS sign-ups

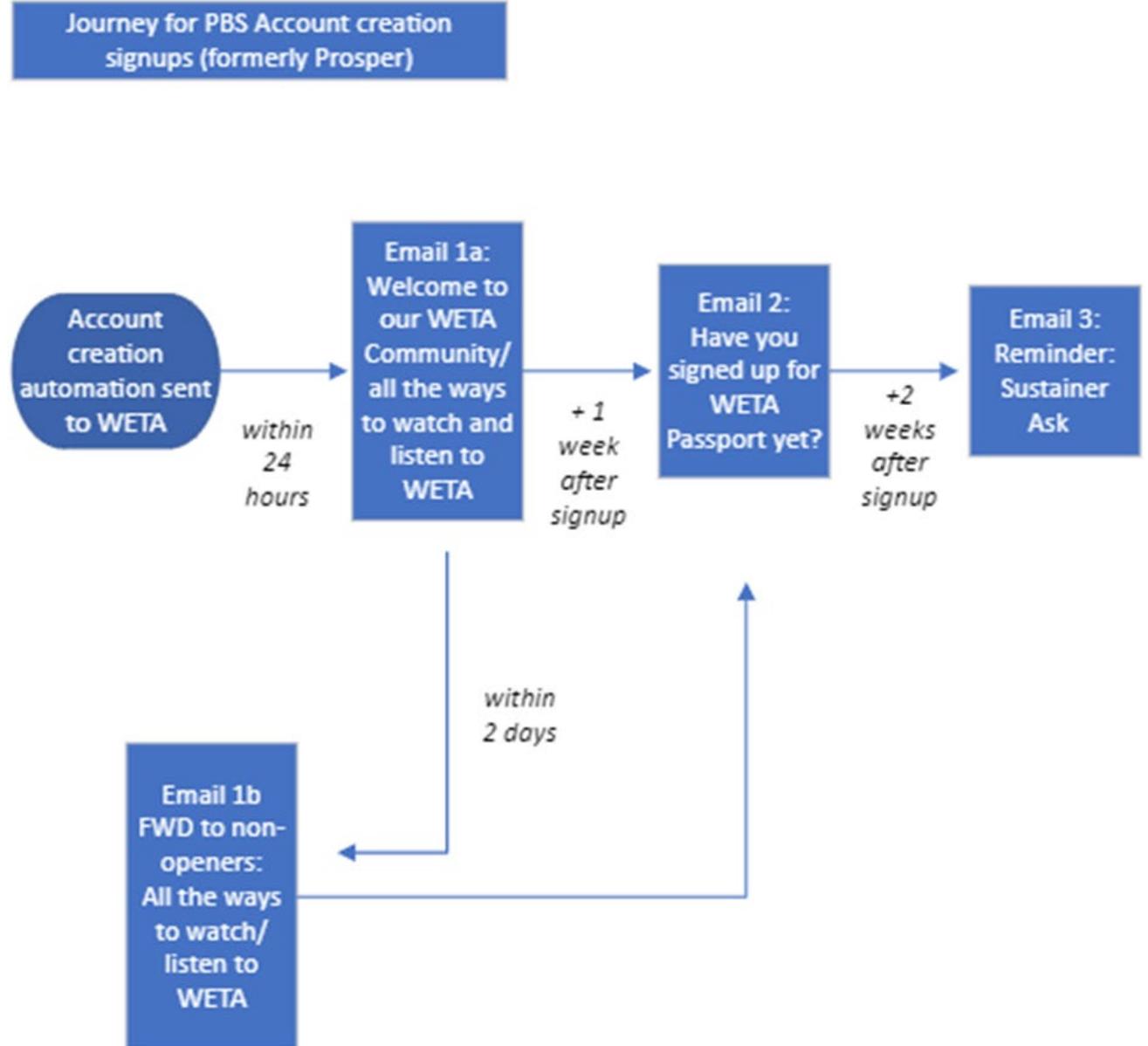


NPR+ sign-ups

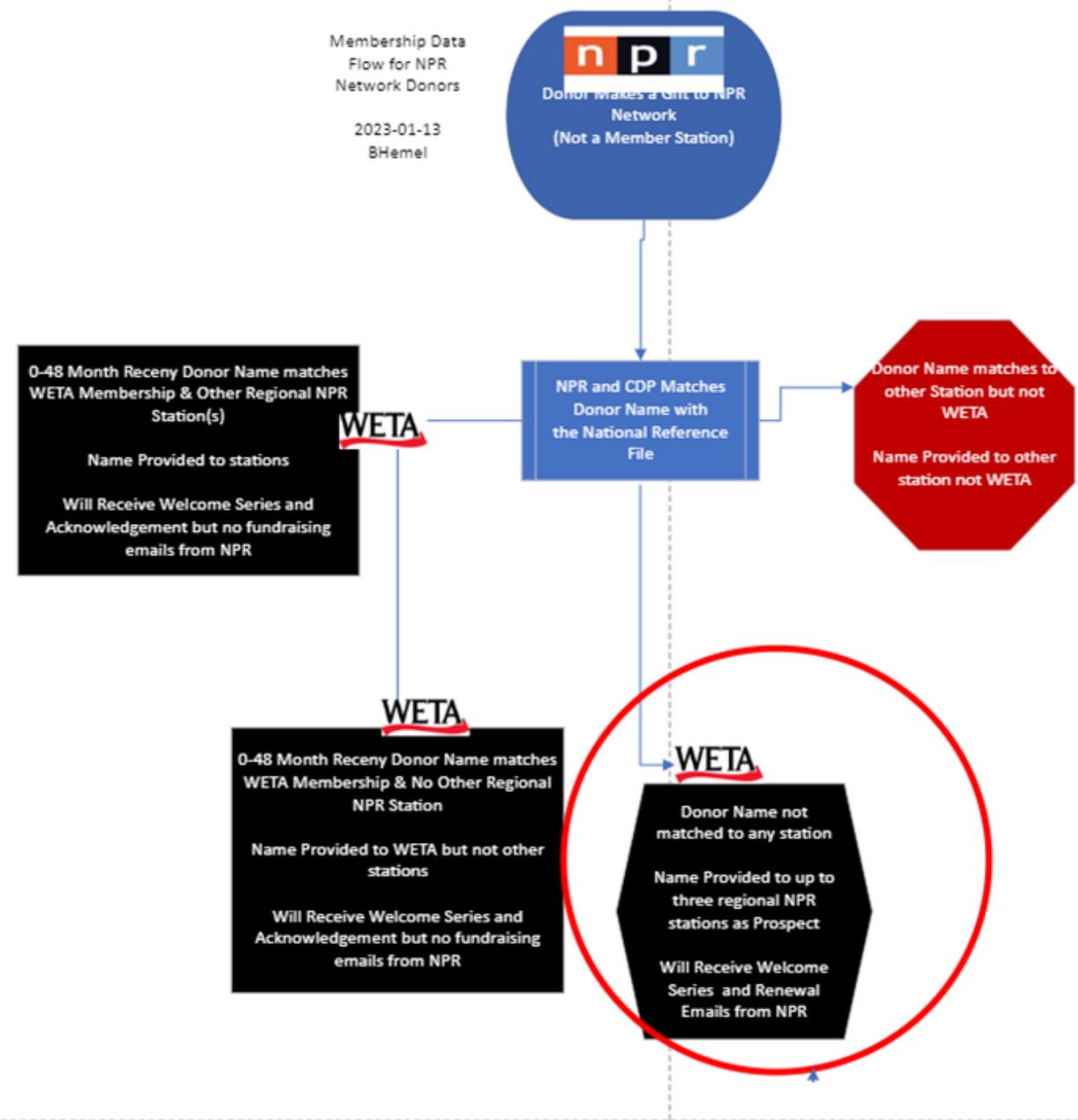
1. General sign-ups



2. PBS sign-ups



3. NPR+ sign-ups



Takeaways for your organization

- How are people entering your journey? Where are they coming from?
- What are their interests?
- What are your goals for the series?
 - Convert to donor/customer
 - Interact with content
 - Share on social media
 - Etc.



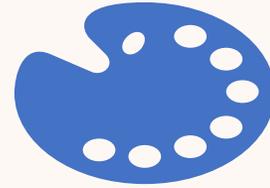
How to measure success?

- CTR
- Unsub rate
- Number of gifts
- Feedback to Audience Services team

Next steps...



Expand to new donors



Consider elements to test:

Thank you!

Questions?