

WGBH-TV: Fund Raising

Objective Motivate viewers to pledge more money

Data Source Telephone surveys with WGBH non-giving viewers

Question *“What would stimulate you to make a pledge?”*

VERBATIMS

ThoughtScan Frequency

think

46

give/ing

32

about

23

ThoughtSCAN[®]

ThoughtTalk

“I think they’re doing well without my pledge.”

“I’d have to think about it!”

“You never realize how much you love something until it’s gone.”

Results

A new campaign was launched: “Fewer than two out of ten viewers support WGBH, so if you think your pledge is unimportant, Think Again!” White mail giving increased 91% once the testimonial spots aired.

www.wallacewashburn.com