

ACP Business Pacemaker 7G – Best Audience Engagement Event

Since 1968 KCPR Radio has served as the only radio station on the campus of Cal Poly San Luis Obispo. As a non-profit radio station KCPR has had to find numerous ways to generate revenues to support itself and the primary way is through its annual pledge drive. In recent years KCPR has evolved its annual pledge drive into a multi-week special event made up of raffles, merchandise and concerts.

The 2023 pledge drive took place from April 10th to May 19th. Donation levels started at only \$20 and went all the way to \$2000. There were the normal over the air requests on KCPR broadcasts as well as ads on the website for support. The marketing team for KCPR did close to a dozen events both on and off-campus to create better awareness for the pledge drive. This year they also introduced a raffle for tickets to the Outside Lands music festival. Last year's pledge drive generated close to \$19,000 in total donations and this year our team generated a total of \$25,000 in pledge donations. Some amazing growth especially since the pledge drive was only generating \$7000 total 3 years ago.

Pledge Drive Merchandise

Breakdown of different "thank you" packages available to all donors (right). Special alumni packages were made available for KCPR 91.3 alums starting at a donation level of \$150.91. "Thank you" merchandise was introduced into the KCPR pledge drive two years ago and has been one of the major factors for its rapid growth.

To thank our donors for their support, we will send every donor a thank you package, depending on the donation amount. All of our merchandise is displayed on kcpr.org/donate. All tiers that end with \$0.91 are special alumni packages. Check out our donor tiers below:

New Era: \$20 Sticker Pack	Breakfast Club: \$150 Coffee, mug, key chain, and stickers	*Different Matters: \$500.91 Alumni shirt, coffee, mug, key chain, and stickers
91.3 FM: \$50 Key chain & stickers	Burnt Dog: \$200 Tote, mug, key chain, and stickers	The Comedown: \$750 Tote, mug, coffee, key chain, and stickers
Burnt Puppy: \$75 Mug, key chain, & stickers	Afternoon Delight: \$350 Shirt, mug, key chain, and stickers	The Whole Shabang: \$1000 Shirt, tote, mug, coffee, key chain, and stickers
The Longue: \$100 Shirt, key chain, & stickers	*Afternoon Delight: \$350.91 Alumni shirt, mug, key chain, and stickers	*The Whole Shabang: \$1000.91 Alumni shirt, tote, mug, coffee, key chain, and stickers
*Top Your Taco: \$150.91 Alumni shirt, key chain, & stickers	Different Matters: \$500 Shirt, coffee, mug, key chain, and stickers	

Special Alumni shirt available only to KCPR alums donating at certain levels.



General shirt available to all donors at minimum donation level of \$100.



Special ground coffee made in partnership with local business, "SLO Roasted Coffee" exclusively for the pledge drive. All donors giving at least \$100 received this as part of their "thank you pack". Nothing better to enjoy exclusive KCPR coffee with than an exclusive KCPR mug which donors of at least \$150 also received.



Tote bags available for donors starting at \$200 level.



KCPR sticker pack sent out to all donors, no matter what donation level they chose. Be it \$20 or \$2000.



Raffle Tickets for the 2023 Pledge Drive

Getting Cal Poly students to donate to the pledge drive has been an uphill struggle throughout the years given the financial challenges of the average college student. The KCPR pledge drive manager carried out a new solution this year. She reached out to a KCPR alum in the music business in Los Angeles and convinced them to not only donate two separate three day passes to the Outside Lands Music festival which is immensely popular with students but also a free night's stay at a local hotel. To be entered all a student would need to do is buy a \$5 raffle ticket from the KCPR team at events from April 11th-April 19th. This entire promotion proved immensely popular not only with Cal Poly students but residents of San Luis Obispo as well with over 200 raffle tickets purchased. In the process KCPR has hopefully created even more supporters for years and years to come.

Social Media promotional art and schedule of events for Raffle tickets



KCPR marketing team promoting raffle ticket sales and pledge drive awareness at from L to R (Breakfast Club, Farmers Market, Shabang)



Promoting Pledge Drive

The promotion of the 2023 pledge drive began in the Fall of 2022 with the annual Pledge Drive design contest which was open to all the students of Cal Poly as well as the KCPR design team. Dozens of designs were submitted with the winning designs featured on the merchandise mailed out to all supporters. Starting on April 10th 2023 the pledge drive was launched with weekly email blitzes to past supporters, paid social media ads to the campus, and San Luis Obispo county communities as well and static digital ads on all of the Mustang Media Group websites.



After nearly 6 weeks of work from everyone involved the 2023 KCPR pledge drive was an event that was tremendously successful. The final donations totaled \$25,000 from over 120 separate donors. This exceeded the previous years total of around \$19,000 as well as the goal of \$21,000. These donations will help ensure that KCPR's student staff will continue to have financial support but also grew its audience for future events.

The screenshot shows the KCPR Pledge Drive 2023 website page. At the top left is the Cal Poly logo. To the right are links for 'Submit Application', 'About', 'Cal Poly Giving', and 'Log In'. Below the navigation is a message: 'Thanks for visiting! This project is now in update mode. Check back regularly to see how things are progressing.' The main content area features a video player with a woman sitting at a desk with a laptop. To the right of the video is a progress bar showing '\$25,000' raised, which is '119%' of the goal. Below the progress bar, it says 'Raised toward our \$21,000 Goal' and '122 Pledge Drive 2023 Donor'. There is also a clock icon and the text 'PROJECT HAS ENDED Project ended on May 19, at 11:55 PM PDT'. Below the video and progress bar are social media sharing icons for Facebook, Twitter, LinkedIn, and a general share icon. At the bottom left, it says 'Share to Maximize IMPACT'.