



Building Sustainable Revenue for Corporate Support & Membership Through Community Engagement

Session Overview

- Community Engagement is an Audience & Funding Opportunity
- How We Wove CE Journalism into Development & Brand
- Silo Busting: Supportive Factors & Bumpy Parts

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What community engagement activities could you share with sponsors, funders or your audience?

Who can help you find out more about your station's community engagement efforts?

Examples of fundable engagement

- Texting services
- Community forums
- Radio or digital talk shows
- Newsroom expansion
- Social media "lives"
- Screenings
- Live events
- Newsletters
- Listening sessions
- "Ask WXXX" series

Learn more:

Leading fundraising
with a community
engagement mindset





Collaboration Readiness

**Rate your station's culture on the collaboration readiness factors.
Then, record ideas for expanding your team's readiness!**

	Never	Rarely	Sometimes	Often	Always
We have a shared vision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Action ideas for improving shared vision:

	Never	Rarely	Sometimes	Often	Always
Leadership supports collaboration.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Action ideas for improving leadership support:

	Never	Rarely	Sometimes	Often	Always
We plan together.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Action ideas for planning together more:

	Never	Rarely	Sometimes	Often	Always
We can talk about hard things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Action ideas for planning together more:

Want to explore more? We love Pretty Good Tools' Collaboration Readiness tool!



Funding & Audience Readiness

Rate your station's context on funding and audience readiness factors.
Then, record ideas for expanding your team's readiness!

	Never	Rarely	Sometimes	Often	Always
We have funding tools & templates.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Action ideas for developing funding tools and templates:

	Never	Rarely	Sometimes	Often	Always
We have audience tools & templates.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Action ideas for improving audience tools and templates:

	Never	Rarely	Sometimes	Often	Always
We share impact updates.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Action ideas for expanding or adopting impact updates.

	Never	Rarely	Sometimes	Often	Always
We have interested & strong local funders.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Action ideas for attracting and activating funders.