



“Sometimes it just takes a new mind with a new way of seeing the same information to make a difference.”

– Larry Jonas
Director of Development
Michigan Radio
Ann Arbor, Michigan

Affiliated with the University of Michigan, Michigan Radio is the most listened-to public radio service in the state, simulcasting programming on three FM transmitters. Michigan Radio’s broadcast signal reaches 80% of Michigan’s population, attracting 500,000 listeners each week.

Michigan Radio is dedicated to covering the news stories that affect the lives of Michigan’s citizens, helping listeners better understand their state, nation and world. While many media outlets have cut back on their reporting, Michigan Radio has expanded its service and coverage of issues. In addition to carrying a full range of programming from NPR, American Public Media, and the BBC, Michigan Radio also produces local features, reports and documentaries.

Maintaining that level of service and expanding to include new initiatives will require fundraising. Like all NPR affiliates, Michigan Radio has a membership-driven fundraising model, enhanced by sponsorship, grants and major and planned giving. As circumstances change, the model for all

Donor Relations and Stewardship Consultation Ann Arbor, Michigan

public broadcasting is shifting from on-air annual campaigns to sustained giving programs, major gifts and the building of endowment funds.

Heurista was pleased to work with Michigan Radio’s development team to conduct an audit of their donor relations and stewardship activities and the resources—people, money, airtime, social media and website space—available to affect greater donor engagement. The resulting recommendations report focused on messaging, especially in existing channels like the website and electronic donor wall; clarification of the stewardship calendar and benefits schedule; and the possible development of a stewardship advisory council.

The lessons learned through this consultation: clarify the mission, build an actionable case for support and use the tools at your disposal in new ways. This is especially important for organizations seeking to provide more meaningful interaction with their donors, attract major gifts and build a culture of philanthropy.

www.heurista.com | 828.505.7002 | info@heurista.com





 **MICHIGAN
RADIO**