

DRTV UPDATE

PILOT 2.0

The CMN Hospitals DRTV PILOT has been completed and the metrics, KPI's and data reviewed by the CDO Brand Subcommittee and CMN Hospitals Executive leadership. On the recommendation of the CDO Advisory Committee, the decision was made at the Board of Trustees meeting on December 9 to engage in a second PILOT phase for DRTV. We are calling this second phase DRTV PILOT 2.0.

The reason for extending the PILOT into a second phase is that while our overall cost per acquisition of a one-time or sustaining donor was higher than the DRTV average in the marketplace, many of the other KPIs we reviewed to examine the long-term viability and scalability of the DRTV program were positive. These KPI's were things like:

- monthly sustainers vs. one-time gifts
- overall average gift amount of monthly sustainers vs. one-time donors
- overall use of credit cards vs. pledges
- conversion rate of pledges

While the Board of Trustees did not feel it prudent to engage in a full-scale, long-term commitment to DRTV for the organization yet, it did feel there was enough positive data in our initial set of learnings to go back into the marketplace in 2022 and further test the medium. The funding for the PILOT 2.0 will again come from CMN Hospitals. The only fee a hospital will see in connection with a DRTV monthly donor will be charge back fees for credit card processing.

The CMN Hospitals DRTV team is currently engaged in an analysis of our DRTV creative through focus group and dial up testing, a review of all back-end operations and an evaluation of our media placement in order to refine and define all creative and tactics for the PILOT 2.0 phase. The tentative timing of the PILOT 2.0 is an 8-week campaign in Q2. We are working with the CMN Hospitals Community Operations team to ensure solid communication to all CDO's and Program Directors as details of the PILOT 2.0 are finalized.

DONOR JOURNEY & FIRST PILOT DISBURSEMENT

As you are all aware, the value of DRTV is in securing monthly sustaining donors and maximizing their lifetime giving. To ensure we are doing so, CMN Hospitals will manage the ongoing journey of all DRTV donors. What does this mean exactly? It means something different during the short-term PILOT phases, than it would if/when we move to a more formalized, long-term DRTV commitment.

For the longer term, the CDO Subcommittee working with the CMN Hospitals team on the DRTV program is working on a framework for management of DRTV donors within a more formalized, long-term DRTV commitment. This would include defining for the network:

- Annual communication plans and cadence to maximize donor giving
- Communications plans that allow for a communication overlay from both CMN Hospitals and your local hospital
- Wealth screening to identify high-net worth individuals and pass information to the hospitals
- Disbursement cadence and reporting
- In-market campaign timelines with media outlet information
- Etc.

For the shorter term throughout the PILOT phases, we have landed on the following plan:

- CMN Hospitals will communicate with these donors on a monthly basis to continue to process donations, steward, engage and thank them for their monthly contributions. CMN Hospitals will disseminate this communication the third week of every month. All communication to the donors will be co-branded with the local hospital receiving the funds. The communication will be either digital or via mail, depending on the donor information provided.
- There will be no expenses or charge backs to the hospitals in the PILOT phases. All expenses are being absorbed by CMN Hospitals. The only exception to this is the charge back for credit card processing. All funds raised from DRTV donors will be disbursed.
- You will receive disbursement of DRTV donor funds and donor information with the same cadence (Jan 15, April 15, July 15, October 15) and in the same report as radiothon funds. If you currently do not receive radiothon disbursement from CMN Hospitals but have a DRTV donor, please note the disbursement report can be found on Mission Control Report Central. To learn more about accessing the report, please contact your Community Operations team.
- This report will provide information identifying the donor as a DRTV donor but will not give you information about if that donor is a one-time donor or a sustaining donor. This information will be housed in a separate report on Report Central. This report is currently being created but should be available on Jan. 15 along with the disbursement report. Again, please contact your Community Operations team to help find all information pertaining to DRTV.
- Since potentially both CMN Hospitals AND your local team may be communicating with these donors, the following are some recommendations to layer communications:
 1. Again, CMH Hospitals will be sending co-branded communication out the third week of every month to steward monthly sustainers and try to convert one-time donors to sustainers. Consider not sending out communication from your hospital during that same week to the DRTV donors, but instead communicating during one of the other weeks in the month.
 2. CMN Hospitals will be creating communication typical of a monthly sustainer program focusing content on thankful messages that show the impact of their donation and the ongoing need. Consider creating communication pieces that are different and only inform the donor about your hospital events, local community programs, healthcare information, etc.

Thank you for your support of the DRTV program. If you have any questions or need any other information, please feel free to contact me directly, reach out to Maureen Carlson at CMN Hospitals or contact your CMN Hospitals Community Operations team.

Happy Holidays.

Grant Harris
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Cook Children's Medical Center