



Producers Circle Prospect Event Plan

The goal of these events is to create an intimate, exclusive environment in which to invite individuals who are current WVIA donors and major gift prospects. The intent is to provide an opportunity for the President/CEO, members of the Board of Directors, senior leadership staff and on-air personalities to interact personally with prospective donors over a period of 2 to 3 hours, giving the guests a clear picture of the station's current operations and future goals. Guest numbers have ranged from 30 to 60.

No other 'entertainment' needs to be provided; however, the most recent of these events did feature an in-home piano concert by a renowned pianist from Julliard. We may also consider providing optional tickets to a concert or performance after the event.

Key elements and plan:

- ✓ An individual or couple who are the hosts of the event: They are the inviters on the invitation and hold the event in their home, cocktails and dinner, for example. This has been a board member and spouse or a current Producers Circle, who have had significant social/business connection in their community.
- ✓ The invitation contains the following sample copy: Dr. Al and Mary Casale cordially invite you to an evening in honor of WVIA....Special Guest of Honor: Erika Funke, Senior Producer & On-Air Host, WVIA-FM. Cocktails and Dinner, Date and Time
- ✓ RSVPs should be made directly to the host by phone (not email) or return card. (This increases the response rate).
- ✓ The return envelope should contain the hosts' address'; the invitations are produced and mailed by the major gifts office.
- ✓ The invitation list is compiled by the major gifts office together with the hosts and contains both WVIA donor prospects and friends of the host couple. The prospect list from the host is a key element, as most of the gifts have come from new donors.
- ✓ The major gifts staff makes the catering arrangements with input from the hosts; underwriting trade is used as much as possible. Sometimes the host agrees to provide incidentals such as flower; china, glassware, etc; although not necessarily.
- ✓ The schedule for the evening is informal. Guests arrive, greeted by the hosts and the President; cocktails and hors d'oeuvres are served for approx. an hour, followed by a buffet dinner. Guests are asked to gather in one area of the home. The hosts welcome

guests; the President offers brief remarks followed by remarks from the “Guest of Honor” (station on-air celebrities); lastly, the host couple offers reasons why they are donors and ask guests to join them in supporting WVIA in the Producers Circle. Coffee and dessert are served.

- ✓ At the end of the evening, each guest/couple is given a ‘party favor’ of an attractive gift bag, containing an “Opportunities for Giving” brochure, pledge card and return envelope; a DVD copy of a recent WVIA film production; a WVIA-related music CD and the most recent Program Journal (if available).
- ✓ Within one week of the event, a personalized solicitation letter, written by the major gifts staff in concert with the hosts are produced and signed by the hosts, with personal notes.
- ✓ Hosts are notified immediately as gifts are received and encouraged to personally acknowledge the contributions. The major gifts office sends a formal gift receipt letter.
- ✓ Follow-up beyond the letter has not yet been pursued. A plan for a follow-up note from staff and station personalities is being considered. Prospects who do not give are placed on prospect list for further development opportunities.

For further information, please contact:

WVIA Public Television and Radio
100 WVIA Way
Pittston, PA 18640-6197

Susan Dantona Jolley, CFRE
Vice President, Major Gifts & Membership
susanjolley@wvia.org
voice: 570.602.1144
fax: 570.655.1180

Nina Evans
Executive Administrative Assistant
ninaevans@wvia.org
voice: 570.602.1121