



Creating power stations

CANVASSING

powered by  **DONOR DEVELOPMENT STRATEGIES LLC**

PRODUCT LISTING

PRODUCT	YEAR ROUND	SEASONAL	CONSULTING	CLUSTER
Brief Description	DDS runs a year-round canvass office, housed in your station	DDS runs a canvass office for 4-8 months each year, housed in your station	CDP & DDS teach you how to run your own canvass and license the technology to you.	Multiple stations join together & DDS runs the canvass office, housed in one of the stations.
Market Size	Mid to Major	Mid	Small to Mid	Small to Mid
Households Served by Station	800,000+	400,000-800,000	< 400,000	< 200,000
Geographic Considerations	Available almost anywhere	Great for areas with weather extremes	Available almost anywhere	Stations must be close in proximity
Community Conversations	60,000-80,000 each year	30,000-70,000 each season	< 30,000 each year	< 15,000 each year
Marketing Impressions	150,000-200,000 each year	70,000-160,000 each season	< 70,000 each year	< 35,000 each year
Gross Expense Expectation	\$500,000+	\$325,000-\$600,000	< \$325,000 each year	< \$150,000 each year
Shift Volume*	40+/week avg. for the full year	40+/week avg. for 4-7 months	< 30/week avg. per year	Min. annual 100 shifts per station
Start-up Costs	Minimal	\$3,000-\$10,000 Annually	~\$10,000 one time	Minimal

**shift volume may impact pricing and/or require weekly management fee*

CDP Execution Value

The CDP will manage vendor relationships and assists in the creation of all necessary materials & resources including print templates, presentation suggestions, scripts, and more. Additionally, CDP performs constant performance monitoring, reporting, and analysis. CDP ensures that each participant station benefits by aggregating the lessons learned by the collective and sharing best practices.

Areas and households targeted for canvassing are developed by the CDP with intelligence from the National Reference File (NRF). Our Mobile Canvasser application utilizes custom, state-of-the-art technology for electronic donation entry that ensures robust data security & PCI compliance, on-demand data transmission, and seamless integration into existing station systems.

For More Information Contact: Hunter Sears, CDP Project Manager, hunter_sears@wgbh.org, (617) 300 - 2576



CDP is a coalition of public media stations whose focus is to improve NET revenue for all participating stations.