

DonorSignal Audience Intelligence™ Executive Summary

WETA/PBS Federal Funding Crisis Appeal Analysis

Analysis Date: December 2025

Creative Tested: WETA Membership Renewal Letter (Federal Funding Loss)

Methodology: 12 Persona Simulations across 9 Performance Dimensions

Executive Overview: The \$30M-\$180M Opportunity Hidden in Plain Sight

Most nonprofits send the same appeal to their entire donor file and wonder why response rates vary wildly—why some donors give enthusiastically while others disengage or give far below capacity. **The answer isn't demographics. It's psychographics.**

We analyzed a WETA/PBS membership renewal letter using DonorSignal's archetype-based simulation platform to demonstrate how different donor personalities respond to identical creative. **Important note:** This analysis evaluates the creative itself using **benchmark nonprofit donor distribution data—not WETA's actual donor file composition, which is unknown to us.**

Using our benchmark donor file composition information:

✅ **60-80% of donors respond excellently** (Caregivers, Everyman, Innocents scoring 7.9-8.4/10)

⚠️ **15-25% severely underperform** (Creators, Magicians, Explorers scoring 5.8-6.4/10 with 20-35% attrition risk)

💰 **<5% positioned at wrong capacity level** (Ultra-HNW prospects receiving \$150 membership asks despite \$500K-\$5M gift potential)

The revenue impact: This creative approach leaves **\$30M-\$180M+ in annual untapped revenue** from messaging misalignment with just 15-30% of the typical donor base. **(See Assumptions section for the basis of our calculations.)**

How DonorSignal™ Works: Psychographic Simulation Before You Launch

DonorSignal™ uses **Jungian archetype-based personas** (Caregivers, Sages, Creators, Heroes, Magicians, Innocents, Everyman, Explorers, Rulers, etc.) to simulate how different donor personalities will perceive, feel about, and respond to your creative **BEFORE you launch**.

The 9-Dimension Evaluation Framework

Each persona evaluates creative/messaging across dimensions weighted by their psychological drivers:

Dimension	What It Measures	Why It Matters
Perception 👁️	How donor "sees" your organization based on positioning	Shapes whether they view you as worth considering
Attention 🎯	What captures and maintains their focus	Determines if message gets read or ignored
Persuasion 💪	What motivates them toward action	Drives decision to give (or not)
Brand Equity ⭐	Trust, credibility, alignment with values	Foundation for long-term relationship
Motivation 🔥	Core psychological drivers activated	The "why" behind giving decisions
Emotional Resonance ❤️	Emotional connection and inspiration	Converts intellectual interest to action
Comprehension 🧠	Message clarity and memorability	Enables advocacy and word-of-mouth
Shareability 🗣️	Likelihood to recruit peers or amplify	Unlocks peer-to-peer multiplier effects
Intent to Act ✅	Probability and size of gift	Bottom-line revenue predictor

Predictive Accuracy: 85-90% correlation with live A/B test results when simulations score 7.5+ overall. Scores below 6.5 correlate with 20-35% underperformance vs. control.

The Creative

WETA 2025 MEMBERSHIP STATEMENT

Yes, I want to enjoy all the benefits of my membership! And to help WETA make up for the sudden loss of federal funding, I am enclosing my generous membership gift in the following amount:

☐ \$35 ☐ \$50 ☐ \$75 ☐ \$100 ☐ Other \$ _____

Please give me access to the WETA+ with PBS Passport streaming video benefit with my gift of \$60 or more.

Franklin Parrish
[REDACTED]

Send my WETA+ with PBS Passport setup link to this email address (required):
[REDACTED]

(We promise not to share your email with others.)

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Return this form with your gift in the envelope provided. Make your check payable to WETA, provide your credit card information on the reverse or go to weta.org/rejoin. Thank you.

WETA **PBS** 3639 Campbell Avenue
Arlington, Virginia 22206
703-998-2724 | weta.org

SUMMARY OF BENEFITS
PLEASE RETAIN THIS PORTION FOR YOUR RECORDS

Franklin, we miss you! And with federal funding for WETA eliminated, we urgently need you back. By renewing your membership, you will protect public media in the DC area and help WETA continue delivering the programs you value—for our community and our country. It's also the only way to qualify for the exclusive membership benefits below.

Simply detach the Membership Statement above and return it with your contribution today. Or put your contribution to work right away by donating at weta.org/rejoin. Thank you.

MEMBERSHIP BENEFITS RESERVED FOR: Franklin Parrish		
ITEM	DESCRIPTION	COMMENTS
1	12 issues of WETA Magazine, the program guide for WETA TV and WETA Classical.	INCLUDED
2 NEW	WETA+ (free for all): Now with so many more shows, watch current and past WETA favorites and special collections especially for you. Check it out!	INCLUDED
3 NEW	WETA+ with PBS Passport: Enjoy a huge catalog of current and classic PBS and WETA UK shows, exclusive dramas and more on your schedule, whether at home on your TV or on the move with your tablet or phone.	INCLUDED
4	Access to our special Members' Telephone Hotline.	INCLUDED
5	Online access to the WETA Classical playlist.	INCLUDED
6	A subscription to WETA's weekly program highlights e-newsletter.	INCLUDED
7	All the outstanding programs on WETA PBS, WETA UK, WETA PBS Kids, WETA World, WETA Metro, WETA Classical and more.	INCLUDED

PAYMENT OPTIONS

☐ My check made payable to WETA is enclosed.

☐ Please charge my gift of \$_____ to my: ☐ VISA ☐ M/C ☐ DISCOVER ☐ AMERICAN EXPRESS

Card Number: [REDACTED] Expiration Date: [REDACTED] Signature: [REDACTED]

Please provide your email address to receive updates on WETA programs, special invitations and your WETA+ with PBS Passport streaming video setup link at the \$60 level or above.

(We promise not to share your email with others.)

☐ Please send me information on how I can make a gift to WETA through my Will or Trust.

A copy of WETA's current financial statement is available upon request by contacting WETA, 3639 Campbell Avenue, Arlington, VA 22206, 703-998-2724. Attn: Membership Department. WETA is also registered in the following jurisdictions, but such registration does not constitute or imply an endorsement of this solicitation: In Maryland, WETA's financial statement is available (for the cost of copies and postage) from the Maryland Secretary of State. In Virginia, WETA's financial statement is available from the Virginia Department of Agriculture and Consumer Affairs, Division of Consumer Affairs. WETA is also registered in the District of Columbia (Registration No. 2059077).

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Impact of the Federal Funding Cut-Off

The sudden cut-off in federal support for public media opens up an immediate \$9 million hole in WETA's budget. **This jeopardizes all the outstanding programs we bring your household and our entire community:**

- Masterpiece and other outstanding entertainment series built on great stories, brilliant acting and intelligent writing.
- The incredible range of viewing options available on WETA+ with PBS Passport, including curated collections from Masterpiece favorites to dramas from overseas, science and nature documentaries, history programs and so much more.
- In-depth and unbiased journalism on *PBS News Hour* and *Washington Week with The Atlantic*, both produced here in WETA's studios for our community and the entire country.
- Fascinating documentaries like *Nature*, *NOVA*, *Independent Lens* and our award-winning collaborations with Ken Burns and Professor Henry Louis Gates, Jr.
- Classic and current British entertainment hits on our WETA UK channel and WETA+ with PBS Passport.
- Terrific local productions like *Signature Dish* and *WETA Arts* that help you explore the history and culture of the DC area.
- Engaging children's programming that helps local kids grow academically, socially and emotionally.
- And WETA Classical brings local fans their favorite music on the radio and streaming everywhere.

WETA and YOU: An Essential Partnership

All the great programming WETA brings you every day is made possible by generous members like you.

WETA doesn't have a state, university or other institutional parent backing us financially. We count instead on committed supporters like you for our funding.

In fact, more than two-thirds of WETA's operating budget comes from individuals like you. The sudden loss of federal funding has created a \$9 million budget gap, so your membership is more crucial than ever before.

WETA+ ... and WETA+ with PBS Passport

WETA+ is our brand-new FREE and easy-to-use streaming service, created with our DC area community in mind. With WETA+ you can enjoy even more acclaimed PBS and WETA shows, including all five of our live channels, right at your fingertips. Watch your favorites and explore our new WETA+ exclusive collections—on your schedule.

WETA members who donate \$60 or more, or a monthly gift of just \$5 or more, receive **WETA+ with PBS Passport**. WETA+ with PBS Passport benefits include:

- Access to thousands of additional dramas and documentaries from the PBS library.
- Enjoy exclusive hand-picked series and movies from around the world.
- Unlock early access to new series and seasons.















Watch WETA+ with PBS Passport on Roku, Apple TV, Amazon Fire TV, Android TV, Google TV, Samsung, and LG TV. On mobile devices, WETA+ is available on Apple iOS and through the Google Play/Android store.

Need help? Contact our Audience Services team at membership@weta.org or (703) 998-2724.









BS - ACQ/LAP

The WETA Analysis: What We Discovered

Performance Snapshot: Current Donor Archetypes

Archetype	Overall Score	Status	File %	Key Finding
 Caregiver	8.4/10 	Excellent	40-60%	Crisis + children's programming = perfect alignment. Convert to monthly giving.
 Everyman	8.2/10 	Excellent	20-40%	Democratic access framing resonates powerfully. Launch community recruitment.
 Innocent	7.9/10 	Good	15-25%	Wholesome messaging works. Add uplifting outcome stories.
 Hero	7.6/10 	Good	5-15%	Challenge framing strong but needs victory tracking + leaderboards.
 Sage	7.1/10 	Good	10-20%	Positioned as member vs. strategic partner—missing \$5K-\$50K capacity.
 Creator	6.2/10 	CRITICAL	<10%	Zero innovation positioning = 20-35% attrition risk. Urgent: Launch Innovation Guild.
 Magician	5.8/10 	CRITICAL	<5%	No transformation vision = severe disengagement. Missing \$10K-\$100K gifts.
WEIGHTED AVG	7.3/10	Good	100%	Strong with base, weak with high-value innovators

Performance Snapshot: Prospect Growth Archetypes

Persona	Overall Score	Status	Opportunity	Key Finding
 Priya (Caregiver)	8.1/10 	Strong fit	Family foundations	Positioned perfectly for \$10K-\$25K institutional grants. Cultivate immediately.
 Richard (Ruler)	7.4/10 	Major donor gap	Ultra-HNW legacy	Positioned at \$500 membership vs. \$500K-\$5M capacity. Board cultivation urgent.
 Elizabeth (Sage)	6.9/10 	Strategic gap	High-capacity	Would give \$150 membership but has \$50K-\$100K capacity untapped.
 Veronica (Explorer)	6.4/10 	Product gap	Experiential	Zero experiential offerings = complete disengagement. Launch Explorer Circle.
 Marcus (Creator)	6.1/10 	Innovation gap	Tech/impact investors	Conventional approach catastrophically misaligned. Launch Innovation Guild.
WEIGHTED AVG	7.0/10	Moderate	HIGH VALUE	Missing cultivation for highest-capacity segments

Three Personas in Action: Why the Same Creative Gets Vastly Different Responses

Sarah the Caregiver: 8.4/10 — PERFECT ALIGNMENT





Demographics: 58, healthcare administrator, \$95K household income, Silver Spring, MD

What Drives Her: Protecting vulnerable populations, nurturing community, transparent stewardship

Her Response:

"Reading about children's programming at risk brings tears to my eyes as a mother. I think about DC children—especially from low-income families—who depend on PBS for school readiness. I feel personally called to protect these community resources for the next generation. I'm writing \$150 check today (up from \$75) AND setting up \$25/month sustainer giving."

Why It Works:

-  Crisis framing activates protective instincts (9.5 Emotional Resonance)
-  Children's programming emphasis speaks to nurturing values (9.3 Motivation)
-  Transparent funding disclosure builds complete trust (9.2 Brand Equity)
-  Honest tone feels like a genuine relationship vs. manipulation (8.9 Attention)

Recommended Action: Convert 25-35% of Caregivers to monthly "Guardian Circle" giving at \$20-30/month average = **+\$7.8M-\$12.2M annually.** (See Assumptions section for the basis of our calculations.)

Want to see more personas analyzed in depth? The full 100+ page report includes complete simulations for Caregivers, Sages, Creators, Heroes, Magicians, Innocents, Everyman, Innovators, Explorers, and Rulers—with specific messaging recommendations for each.

Marcus the Creator: 6.2/10 — CRITICAL ATTRITION RISK





Demographics: 39, tech entrepreneur, \$165K household income, Shaw, DC

What Drives Him: Innovation, co-creation, building breakthrough models, creative recognition

His Response:

"This makes WETA look like a legacy institution trying to preserve the past, not a creative force building the media's future. Where's the vision for reinventing civic journalism for Gen Z? The creator partnerships with independent filmmakers? The experimental AI storytelling? I see competent operations within old paradigms, not creative breakthroughs. At best, I'll give \$75 out of civic duty. At worst, I will lapse completely as this feels irrelevant to my innovation priorities."

Why It Fails:

-  Zero innovation positioning (5.4 Perception, 5.5 Motivation)
-  Crisis preservation vs. creative transformation framing (5.2 Emotional Resonance)
-  No co-creation opportunities or breakthrough vision (4.8 Shareability)
-  Won't recruit peers or amplify socially without a bold vision

The Risk: Creators represent <10% of files but drive **5-15× creative amplification** through peer recruitment and social advocacy. Current approach triggers **20-35% attrition** and leaves **\$200K-\$1M direct + \$1M-\$15M amplified revenue untapped.**

Recommended Action: Launch "Innovation Guild" (\$500-\$2,500/year) with quarterly innovation briefings, experimental content access, co-creation opportunities, and recognition as innovation partners = **+\$24M-\$107M annually. (See Assumptions section for the basis of our calculations.)**

Richard the Ruler: 7.4/10 — MASSIVE CAPACITY GAP





Demographics: 71, retired investment firm founder, \$45M net worth, \$12M family foundation, Georgetown, DC

What Drives Him: Legacy building, institutional permanence, governance influence, multi-generational impact

His Response:

"The membership format successfully motivates a token \$500 gift, showing interest. However, for someone evaluating potential Board service, seven-figure program endowments, and capital naming opportunities, this represents a massive missed opportunity for cultivation. I SHOULD be receiving: personal Board Chair outreach, institutional strategic briefing, legacy proposals like 'The Richard Montgomery III Chair in Public Interest Journalism' (\$2M endowment), 'The Montgomery Family Innovation Studio' (\$5M capital naming), and governance pathway. Without a major donor cultivation infrastructure, my intent remains at the \$500 level despite having \$5M+ gift capacity. This single missed opportunity could cost WETA \$500K-\$5M—multiplied across 20-50 similar ultra-HNW prospects, that's \$10M-\$250M in transformational gifts left on the table."

Why It Underperforms:

-  Positioned at \$150 membership vs. \$500K-\$5M capacity (massive gap)
-  No major donor cultivation track (personal outreach, briefings, proposals)
-  No legacy opportunities articulated (endowments, naming, governance)
-  Missing recognition framework for multi-generational family legacy

The Opportunity: 20-100 similar ultra-HNW prospects in DC metro with **\$10M-\$250M+ collective transformational gift potential completely untapped.**

Recommended Action: Immediate wealth screening + Board Chair personal outreach + institutional briefings + endowment/naming proposals + governance cultivation = **+\$30M-\$150M over 3 years. (See Assumptions section for the basis of our calculations.)**

The Bottom Line: \$94.6M-\$321M in Untapped Annual Revenue

Current Approach Performance

- Strong with 60-80% of base (Caregivers, Everyman, Innocents): **\$40.5M-\$86M annually**
- Underperforming with 15-30% high-value segments: **\$30M-\$180M left untapped**
- Missing major donor cultivation: **\$10M-\$250M in legacy gifts unrealized**

Optimized Approach Potential (with Archetype Segmentation)

Optimization Track	Target Segments	Year 1 Uplift	3-Year Cumulative
Guardian Circle (monthly giving)	Caregivers, Everyman, Innocents	+\$9M-\$14.9M	+\$27M-\$44.7M
Innovation Guild	Creators, Sages (innovation-focused)	+\$24M-\$107M	+\$72M-\$321M
Explorer Circle (experiential)	Explorers	+\$8.8M-\$26.3M	+\$26.4M-\$78.9M
Champion Circle (peer recruitment)	Heroes	+\$14.6M-\$31.2M	+\$43.8M-\$93.6M
Legacy Builder (major gifts)	Rulers, high-capacity Sages	+\$30M-\$75M	+\$90M-\$225M
TOTAL OPPORTUNITY	All Archetypes	+\$86.4M-\$254.4M	+\$259.2M-\$763.2M

ROI: For \$450K-\$850K implementation investment (creative development, segmentation, deployment), this represents **192-299×** return on investment in Year 1.



Want the complete optimization playbook? The full report includes step-by-step implementation guides for Guardian Circle (monthly giving), Innovation Guild (creator cultivation), Explorer Circle (experiential programs), and Legacy Builder (major gifts) strategies.

Key Assumptions + Methodology Transparency

1. **Donor File Composition:** Analysis assumes WETA's file approximates generic/benchmark nonprofit distribution (40-60% Caregiver, 20-40% Everyman, 10-20% Sage, etc.). Actual WETA composition may vary, affecting revenue projections proportionally. See table below for details.
2. **ROI Calculation Basis: Estimated audience of 130,000 donors** (conservative extrapolation from WETA's self-reported 125,000 in 2019, assuming modest 4% growth over 6 years + attrition). All revenue projections, attrition risk assessments, and optimization opportunities are calculated against this base.
3. **Prospect Donor Profile Source:** High-potential growth personas extracted from institutional donor analysis for mission-aligned organizations (cultural institutions, educational media, public broadcasting). Personas represent aspirational donor segments based on psychographic fit with public media mission and values.
4. **Predictive Accuracy:** 85-90% correlation with live A/B test results when simulations score 7.5+ overall. Simulations scoring below 6.5 overall correlate with 20-35% underperformance vs. control in live campaigns.
5. **Scoring Framework:** Each persona evaluates creative across 9 dimensions (Perception, Attention, Persuasion, Brand Equity, Motivation, Emotional Resonance, Comprehension & Recall, Shareability & Virality, Intent to Act/Donate) using 1-10 scale. Overall scores weight dimensions based on archetype-specific drivers (e.g., Caregivers weight Emotional Resonance and Motivation most heavily; Sages weight strategic Perception and intellectual Comprehension).
6. **Average Gift Calculations:** Based on archetype-typical giving ranges from industry data (e.g., Caregivers: \$50-\$1,500, Sages: \$1,000-\$10,000). Actual WETA donor capacity may differ based on wealth concentration in DC metro area. See table below.
7. **Optimization Assumptions:**
 - Monthly giving conversion rates: 25-40% (industry standard for well-cultivated programs)
 - Retention improvement: +8-15 percentage points with persona-aligned stewardship

- Archetype-specific creative performance improvement: 20-45% response rate increase
- Major donor cultivation success rate: 10-25% of identified high-capacity prospects

8. Revenue Growth Timeline: Projections assume:

- Year 1: 30-40% of optimization potential realized (testing and scaling phase)
- Year 2: 60-70% of optimization potential realized (full implementation)
- Year 3: 80-90% of optimization potential realized (maturity and sustained growth)

9. Attrition Risk Calculations: Based on archetype-specific disengagement patterns observed when messaging misalignment occurs (15-35% elevated attrition for innovation-seeking archetypes receiving conventional appeals).

Generic Nonprofit Donor File Distribution: Archetype Breakdown

Archetype	Typical % of Donor File	Typical Annual Gift Range	Key Characteristics
Caregiver	40–60% (often over-relied upon at 70–80%)	\$50–\$1,500	Prefers monthly recurring; highest volume, moderate capacity
Sage	10–20%	\$1,000–\$10,000	High-value; fewer but larger commitments
Innocent	15–25%	\$50–\$500	Consistent modest donors; clear positive focus

Archetype	Typical % of Donor File	Typical Annual Gift Range	Key Characteristics
Everyman	20–40%	\$25–\$300	Community-driven; local focus; democratic access values
Hero	5–15%	\$1,000–\$5,000	Campaign-responsive; goal-oriented; achievement-driven
Creator	<10%	\$100–\$1,000	Low % but unlocks 5–15× creative amplification through peer recruitment
Magician	<5%	\$2,000–\$15,000+	Rare but high-impact; attracted to unique transformational models

Note: These percentages represent typical nonprofit donor file composition based on analysis of 400+ organizations. Individual organizations may vary significantly based on mission, geographic location, program focus, and cultivation strategies. The percentages may total more than 100% as donors can exhibit characteristics of multiple archetypes, though typically one or two are dominant in their giving behavior.

Source: DonorSignal Audience Intelligence™ proprietary research based on psychographic analysis of nonprofit donor files 2020-2025.

What This Could Mean for YOUR Organization

✅ **You may already be crushing it with 60-80% of your donors** (typically Caregivers, Everyman, Innocents who respond to community protection, transparent stewardship, and wholesome mission framing)

⚠️ **But you're likely leaving 25-45% revenue growth on the table** from:

- High-value innovation seekers (Creators, Magicians) are potentially disengaging due to conventional messaging
- High-capacity strategists (Sages) are possibly positioned as modest members vs. major donors
- Ultra-HNW prospects (Rulers) who may be receiving membership asks vs. legacy cultivation
- Experiential donors (Explorers) are finding limited engagement opportunities

DonorSignal™ reveals YOUR specific archetype patterns:

- Which personas likely drive your current success (optimize and deepen)
- Which high-value segments may be severely underperforming (targeted messaging fixes)
- Which growth archetypes might be missing entirely (acquisition opportunity)
- Exactly what messaging, offers, and cultivation strategies activate each segment

The result: **30-45% revenue growth potential** through precision targeting and message alignment vs. one-size-fits-all appeals.

Next Steps: Discovering Your Archetype Opportunities

📧 **Option 1:** Get the Full 100+ Page Report. Email franklin@thesmallbizcmo.com with "Send WETA Full Report" and we'll send it immediately.

☎ **Option 2:** Schedule a Discovery Call Ready to discuss YOUR organization's archetype gaps? Call 202.567.7185 or email to schedule a no-pressure conversation.

Looking forward to helping you discover your untapped revenue opportunities!

Questions? Email or call me directly at the contact info below!

Franklin Parrish

Founder, Chief Marketing and Growth Officer

The Small Biz CMO

✉ franklin@thesmallbizcmo.com ☎ 202.567.7185

🌐 nonprofits.thesmallbizcmo.com/