

PBS FOUNDATION AND MEMBER STATIONS PROTOCOLS AND RELATIONS

Introduction

The PBS Foundation and its member stations will work collaboratively and cooperatively to promote and achieve the vital mission of the Foundation to ensure PBS's financial sustainability and build its capacity to serve the American public through noncommercial media services that enhance education, promote civic engagement and foster community partnerships.

The Foundation will identify, cultivate, and secure extraordinary gifts and grants of \$1 million and above from corporations, foundations and individuals to:

- Fund an Endowment
- Finance special initiatives defined and developed by PBS and approved by its Board of Directors.
- Finance Foundation operations.

The PBS Foundation shall ascribe to the highest ethical standards in the pursuit and acceptance of gifts and revenue. The Foundation will also assure that all gifts will be used for purposes that honor the donor's intentions, and that full disclosure and transparency in financial reporting and revenue-generating activities are provided.

Foundation Protocols

The Foundation pledges to work collaboratively and in good faith with PBS member stations. In pursuit of identifying, cultivating and successfully soliciting and stewarding prospects for extraordinary gifts and grants, an important focus of the Foundation will be to promote, achieve and sustain positive relationships between and among the Foundation and PBS member stations. On a regular basis, the Foundation will communicate directly with stations' General Managers and Development Directors. Accordingly, the Foundation will be guided by the following protocols as it conducts its fundraising activities.

- Prepare and follow a communications plan designed to keep all stations apprised of Foundation activities and plans;
- Develop specific case statements and materials describing the Foundation's special program initiatives and the endowment, to be distributed to all stations;
- Identify, evaluate and rate prospects to ascertain their potential for giving extraordinary gifts or grants and share this information with specific stations where there is an overlap between the Foundation and station prospects/donors. The Foundation will make a good faith effort to research significant relationships

- a Foundation prospect or donor may have with a member station(s) prior to seeking or scheduling a meeting with each prospect;
- Where there is shared interest in a prospect/donor, invite stations to participate in developing mutually beneficial plans for cultivating, soliciting and securing extraordinary gifts:
 1. Seek information from those station(s) about Foundation prospects;
 2. Discuss with station(s) the best strategies for cultivating and soliciting these prospects;
 3. Include relevant station personnel in visits or other contacts with prospects, as appropriate, and
 4. Work with stations to collaborate on joint proposals.
 - Where there is shared interest in a prospect, inform stations of:
 1. Plans to contact prospects in their region;
 2. Contacts made to the Foundation by a current or potential donor connected to a particular station(s) who expresses interest in learning about the Foundation and/or in exploring a possible gift to the Foundation; and
 3. Relationships or scheduled meetings between and among the PBS CEO, Foundation Executive Director, and or a PBS or Foundation Board member with an individual(s) who shows interest in the Foundation.
 - If a member station has in place a demonstrated solicitation plan for a particular prospect, the Foundation will defer to the respective station's priority position and develop a collaborative follow-up plan with the station.
 - In cooperation with targeted stations, produce local events to introduce the Foundation to appropriate donors and prospects and to present the highest priority needs of both the Foundation and the local station;
 - Monitor markets where there are multiple stations sharing prospects and donors. In instances of overlap, take steps to include each station in joint activities whenever possible, while taking into account donor needs and preferences;
 - Working with the Station Council, monitor potential issues, trends and concerns that affect specific stations throughout the system and endeavor to coordinate with all interested/affected stations.

The Foundation will not:

- Conduct direct public solicitation through means of mass direct mail, on-air fundraising or telemarketing;
- Solicit individual contributions through the PBS website (This shall not preclude PBS from using the website to promote contributions to PBS member stations or to provide basic information about PBS's national sponsorships or Foundation activities).

Station Activities

It is the Foundation's hope that PBS member stations will collaborate with the Foundation by:

- Providing support for the Foundation through their respective General Managers, Development Officers and key volunteer leadership; and
- Helping identify prospects who are the best candidates for extraordinary gifts to the Foundation and providing significant information about each. This could encompass prospects or donors in communities within a station's reach or prospects and donors who provide major gift support to a specific station or stations;
- Responding to requests for information about philanthropic prospects the Foundation is considering;
- Collaborating with the Foundation in developing joint cultivation, solicitation and stewardship plans; and
- Providing input on the Foundation's proposed national/local initiatives, as well as local productions or services in the pipeline that have potential for inclusion in the Foundation's initiatives.

This document is intended to help the PBS Foundation create and maintain a mutually beneficial relationship with PBS member stations. To that end, these protocols are subject to review and, if necessary, revision no less than semiannually.

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