

If your program is broken, you can fix it with these steps:

- Evaluate the existing pricing structure to make certain that your gift levels make sense (\$1,000 makes sense, whereas \$1,125 does not). It might have made sense to you at the time to create the unusual level because your on-air anniversary date is November 25th, but to the donor, in most cases, it's just odd.
- Evaluate your program benefits with the same critical eye. Eliminate all benefits that don't directly enhance the personal relationship you are trying to create with the donor. When you complete this step, if your benefits look too lean, add back a select few that reinforce the station relationship, but skip those that don't.
- Assess your program budget. Can you afford to reprint materials, etc.? Even more importantly, can you afford not to? You may be leaving money on the table with your current structure. If you trim your benefits slightly, you may be able to redirect that money to pay for your new materials and launching.
- Create a calendar for launching your new program. This calendar should contain target dates for printed materials and any marketing or launching events that need to take place.
- Note all areas where new benefits and structure will need to be changed – in printed materials or publications, on your website, or in your on-air positioning spots. Then, begin creating those new materials, as needed to implement your calendar.
- Develop communications strategy for current major donors. You must convey the changes to them in advance of any public launch of the new program. You'll want to come up with several points that you can use to explain your strategy for the change and how the change will benefit them and the station.
- Develop a plan to market the launch of your new and improved program through your member communications.

And finally, launch your new program with an emphasis on creating personal relationships whenever possible with your major donors.