

From Subscription To Membership: What Publishers Need to Know

**Digital Innovators' Summit
Berlin
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THE TEXAS TRIBUNE



Knight Foundation

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Earning Their Keep

REVENUE STRATEGIES FROM THE TEXAS TRIBUNE AND OTHER NONPROFIT NEWS STARTUPS

A report prepared by Jake Batsell for the
John S. and James L. Knight Foundation
April 2015

Links, slides, details:
j.mp/engagedj



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What is **The Texas Tribune**?

A nonprofit*, nonpartisan political news site started in 2009 by VC investor John Thornton & CEO Evan Smith.




*** A relentlessly
entrepreneurial
nonprofit.**

Verizon 4:24 PM texpatriot.org

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THE TEXAS TRIBUNE
SUNDAY, MARCH 13, 2016



**Voices from the Border:
Illegal Crossings and
Deportations**

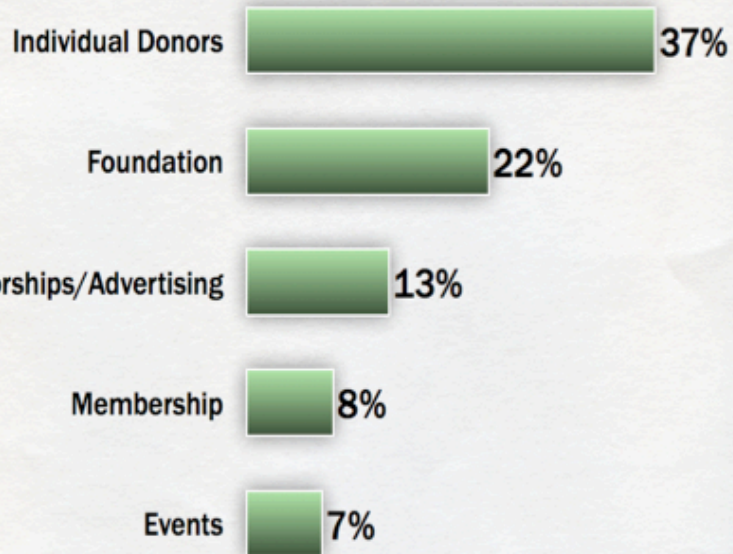
by Julián Aguilar, Jay Root and Todd Wiseman | March 13, 2016

Every month, busloads of deported undocumented immigrants arrive at the southern border, returning to Mexico after serving prison time in the United States. Meanwhile, other migrants prepare to attempt illegal border crossings. Here are some of their voices. This story is part of our "[Bordering](#)

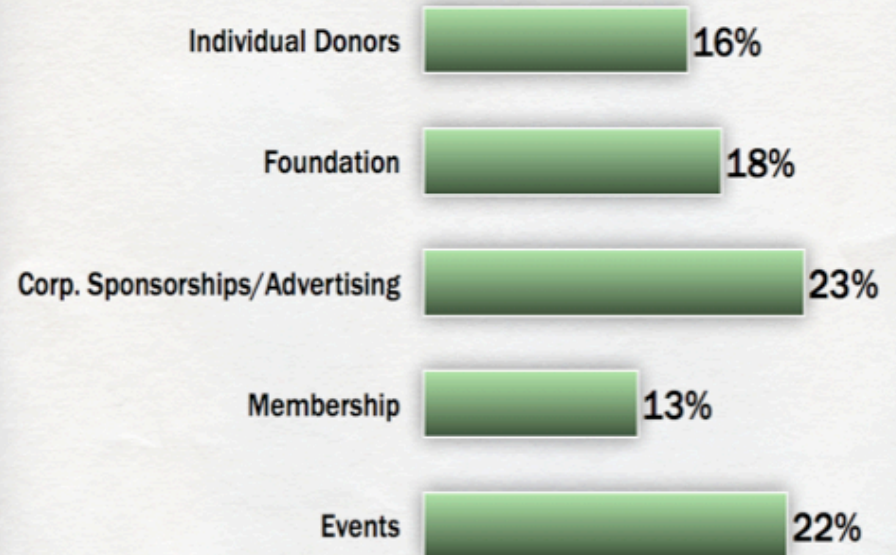
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Year One Revenue Breakdown



Year Four Revenue Breakdown (2013 actual)



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How **The Texas Tribune** makes the ask:

Support Us

The Texas Tribune is the only member-supported, digitally focused, nonpartisan news organization that informs & engages with Texans about public policy, politics, government & statewide issues.

Our nonprofit newsroom depends on your support!

\$

40



ANNUALLY

✓ MONTHLY

YOUR LEVEL:

Diplomat

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For-profit media membership models

A graphic of a Slate Plus membership card. The card has a green header with a white "S+" logo. The main text reads "Introducing Slate Plus". Below this, it says "Slate Plus is an all-access pass for readers who support our journalism and want a closer connection to it. For \$5 a month or \$50 a year, a richer Slate experience awaits you, including:". Below the text are three circular portraits of people. At the bottom, it says "Sneak peeks and exclusive stories" and "Read Thursday's Dear Prudence column before anyone else. Get early access to our longform journalism pieces, and bonus stories".

S+

Introducing Slate Plus

Slate Plus is an all-access pass for readers who support our journalism and want a closer connection to it. For \$5 a month or \$50 a year, a richer *Slate* experience awaits you, including:

Sneak peeks and exclusive stories

Read Thursday's Dear Prudence column before anyone else. Get early access to our longform journalism pieces, and bonus stories


SUBSCRIPTION: Paying for access to content.

MEMBERSHIP: Paying to join (and support) a community of purpose.

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Here are all the details on this one-of-a-kind program. **Click any pass to purchase.**

 Seed Pass	 Startup Pass	 Gold Pass	 Super Pass	 Galactic Pass
\$199/year Buy Seed Pass	\$349/year Buy Startup Pass	\$749/year Buy Gold Pass	\$1499/year Buy Super Pass	\$1,999/year Buy Galactic Pass
10% off event tickets	GeekWire Meetups	GeekWire Meetups	GeekWire Meetups	GeekWire Meetups
10% off job postings	GeekWire Startup Day	GeekWire Startup Day	GeekWire Startup Day	GeekWire Startup Day
Eligible for ALLtech health insurance coverage**	GeekWire Awards	GeekWire Ping-Pong Bash	GeekWire Ping-Pong Bash	GeekWire Ping-Pong Bash
Secret Decoder Keyring	10% off job postings	GeekWire Awards	GeekWire Awards	GeekWire Awards
	Eligible for ALLtech health insurance coverage**	GeekWire Summit	GeekWire Summit	GeekWire Summit
	Secret Decoder Keyring	GeekWire Gala	GeekWire Gala	GeekWire Gala
		Your 5-word message on GeekWire home page*	Your 10-Word message on GeekWire home page*	Your 10-Word message on GeekWire home page*
		10% off job	10% off job	10% off job

Key strategies

- **Define “the ask.”**
- **Be creative and inclusive.**
- **Avid subscribers make great members.**
- **Push automatic plans.**
- **Events can maximize value.**
- **Over-deliver for your supporters – they may invest more next year.**
- **Evaluate the returns.**

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THANKS!

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