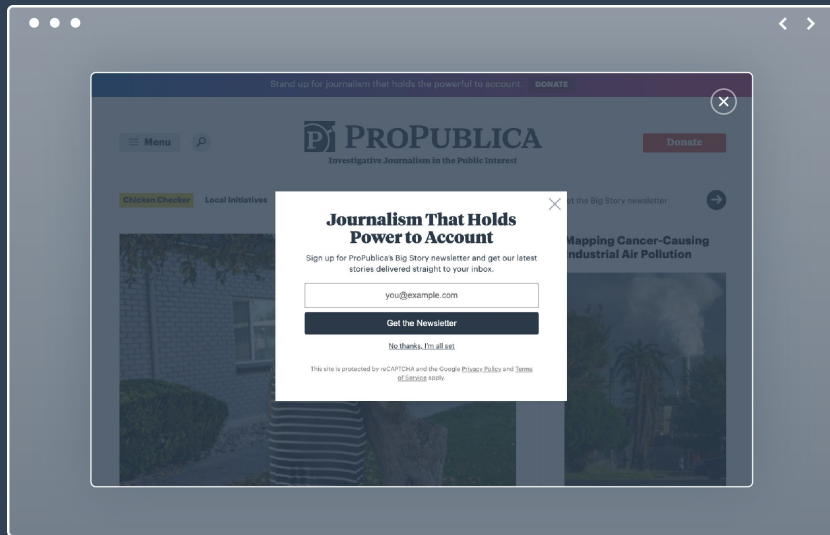


SAILTHRU

3 Ways To Inspire Subscriber Engagement With ProPublica



Host

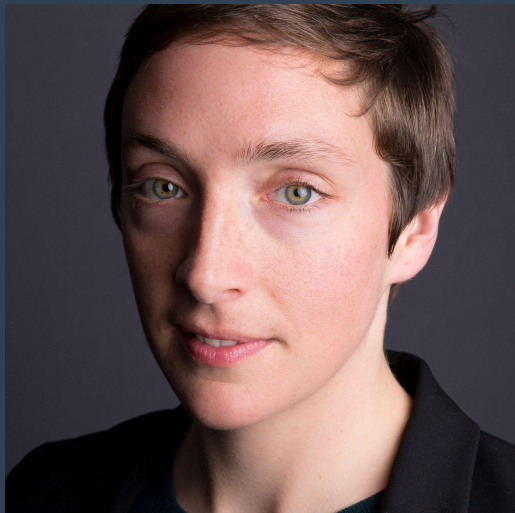


**Allison
Mezzafonte**

Lead Media Advisor

SAILTHRU

Fireside Chat Featuring



**Celeste
LeCompte**

VP, Strategy & Operations

 **PROPUBLICA**



Work with What You've Got

ProPublica

- **Investigative Journalism**
- **200 employees**
- **30% revenue from individual supporters**

ProPublica Events

- **Before: local, in person, small**
- **Now: national, virtual/hybrid, bigger**
- **New opportunity for audience development**

The Challenge

**How do we make sure
events help us build our
relationship with readers?**

The Solution

**Maximize technology we are
already using to manage
those relationships**

The Takeaways

- 1. Take a look at your existing tech stack**
- 2. Don't let perfect be the enemy of good**
- 3. Better data builds better user experiences**

Thank You!

Interested in learning more about Sailthru or ProPublica?

Visit www.sailthru.com or propublica.org for more information.

