



ADVOCATE KIT USE AND INSTRUCTIONS

PLEDGE DRIVE TRAINING WEDNESDAY, APRIL 8, 6PM-8PM

Training will be conducted via a live Zoom call. Everyone should plan to attend. Try to join on your computer rather than your phone as we will have a power point presentation.

Join Zoom Meeting
<https://zoom.us/j/176695858>

Meeting ID: 176 695 858

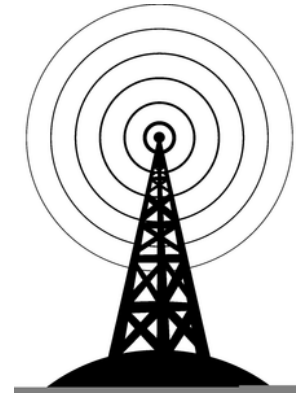
Dial up by phone: 312 626 6799 US /646 558 8656 US

The direct URL for Giving Challenge Donations will go live at 12pm on Tuesday, April 28th.

<https://www.givingpartnerchallenge.org/organizations/wslr-inc>

Contents of Advocate Kit:

- 1) Spring Pledge Drive overview and target list
- 2) 2020 Pledge Drive Goals
- 3) Sample postcard
- 4) Pledge Cards
- 5) Pledge Drive Logistics and Talking Points
- 6) Sample Pledge Drive Promo Scripts
- 7) Timeline/Work Plan
- 8) Sample Email Scripts/Sample Social Media Posts



Instructions for Advocate Kits:

Postcards:

- There is a sample postcard included in this packet. We will be mailing postcards to all of our members and event attendees in advance of the Pledge Drive.
- Identify 10 or more individuals that you can target with the digital version of the postcard and email it directly to them with a personal appeal. There are two versions of the card. **Message 1:** Be the One to Support Community-Owned and Operated Media. A free and independent media is essential to a functioning democracy. WSLR+Fogartyville is listener-supported and beholden only to YOU – the community we serve. Media Matters!
Message 2: Be the One to Connect our Community! Service to the community is at the forefront of what we do – providing space for important community conversations and connecting people through music and activism on the airwaves at WSLR and in person at Fogartyville.
- You can use one of these messages in your email appeal or go to the Talking Points page in this kit for other ideas.

Pledge Cards:

- Use to record pledges for yourself, friends or family that you can call or are still able to see directly.

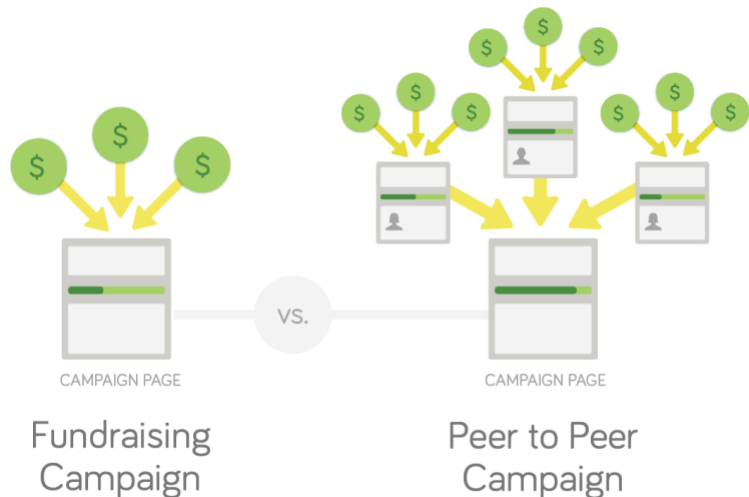
- Remember the minimum amount that will be matched is \$25, the maximum that will be matched is \$100.
- Plan to enter these pledges yourself on April 28th at 12pm or plan to get your advance pledges to the station **before April 27th** so that we can enter them into the Giving Challenge website during the first hour so we qualify for the Fast 50 bonus.
- If you enter the pledges yourself, please put your show name in the message box so that we can credit your show.

Messaging:

- Use the messaging included in the package to plan your breaks for your Pledge Drive show if you are creating your show remotely.
- Break into your show 3 times per hour with an appeal for support. If you have a half-hour show - please do two pledge breaks.
- If you are not producing your show remotely, please record at least one appeal and send it to us in mp3 format.
- If you do not know how to do this, you can call in and we can record you making the appeal.
- Remember that people are not eligible for gifts or membership if their contribution is being matched... so we are not pushing membership during this drive.

Peer-to-Peer Fundraising Pages:

We want to identify programmers/supporters that are active on social media or have a large network of email contacts that would be willing to set up their own Peer-to-Peer Fundraising page that links to our Giving Challenge Page.



To review the Giving Challenge Fundraisers Guide visit:

<https://www.givingpartnerchallenge.org/info/fundraisers-toolkit>

You can also download the P2P Fundraising Playbook at this site.

If you would like to set up a Peer-to-Peer page, go to

<https://www.givingpartnerchallenge.org/organizations/wslr-inc>.

Click on the **Fundraise** button, enter your name and email and create a password for the page. You will then be walked through the steps to set up your own page. This will be an easy way to ensure that donations that you bring in are credited to your show. If you need help, please contact someone on the Management Team for assistance.

**Do NOT Set Up A Facebook Donation Page
 CREATE a GIVING CHALLENGE PEER-TO-PEER PAGE Instead
 And SHARE IT On Facebook and other Social Media.
 We can track your unique Donors this way!**

Fund Drive Logistics and Talking Points

Here are ideas you can use to structure your breaks. If you are not submitting new shows at this time, we would like for you to prepare a script that you can record and send to us to insert during the normal time of your show. If you cannot figure out how to record, you can call us to set up a time to record you by phone.

Elements of an effective Pledge Drive Break:

1. *Preparation:* Know what you are going to say before you go on the air
2. *Connect with the Listener:* help them recognize the value of WSLR+Fogartyville in their lives and know that their donation will make a difference.
3. *Person to Person:* Address the listener as 'YOU' – don't speak in general terms – for instance, "YOU listen to WSLR because... We need YOU to call (941) 894-6469 to give us YOUR pledge to keep WSLR and Fogartyville vibrant for another 6 months."
4. *Give them the information they need to donate.* Let them know it's our Spring Pledge Drive – give out the phone number or website to pledge. Pick a theme from below to share with the listeners why WSLR+Fogartyville matter.
5. *Suggest an amount.* The minimum amount to qualify for a match is \$25, the maximum that will be matched is \$100. Donors are welcome to give larger amounts if they choose.
6. *End each break with a close and a call to action!* If YOU value independent media, then we need YOU now more than ever. Go to your phone and call 941-894-6469 to make a pledge or online at wslr.org.

Your support is important

Your support is even more important to us now in the era of social distancing. We have had to cancel all events at the Fogartyville Community Media and Arts Center (March 13 – May 10) due to the coronavirus. That leaves YOU as our only means of support... and the Giving Challenge gives us an opportunity to match your contribution dollar for dollar to make up some of our lost revenue.

How to make a pledge from Wednesday, April 22, 4pm – Tuesday, April 28, 11:59am

- 1) You can direct people to wslr.org to make a pledge. Their credit card information will be securely collected and entered by staff during the 24-hour Giving Challenge so their donations can be matched.
- 2) People can call 941-894-6469 to make a pledge. Staff will be available from 7am – 11pm during the Pledge Drive to answer calls.

Where to donate from 12pm April 28 – 11:59am April 29

We will link to the Giving Challenge website directly from our website so there will be two ways for people to find us.

- 1) You can send them directly to the WSLR page (wslr.org) and we will have a pop-up window that re-directs them to the Giving Challenge Page.
- 2) You can send them directly to www.GivingPartnerChallenge.org where they can enter 'WSLR' to donate. Have them enter your name or your show name in the message box.
- 3) You can email the direct link to the WSLR Giving Challenge page out or post it on your Facebook/Twitter/Instagram account:
<https://www.givingpartnerchallenge.org/organizations/wslr-inc>

NOTE: If your show is every other week, please plan to reach out to the programmer that alternates with you to see if they are producing their show remotely. If they are – you will each program one hour for the week of the Pledge Drive. If they are not able to produce the show remotely and you are – please make arrangements to include their voice in your program too. Staff can help with this if needed.

WSLR+Fogartyville - More than just radio!

Please personalize your appeal! Use the worksheet provided to plan your Pledge Drive breaks in advance.

Music Matters!

Be the ONE... to ‘experience’ the power of music!

Music, like nothing else, can reach into our lives and affect us. Music changes our mood, sharpens our thoughts; it can transport us to places we visited, help us relive memories of special moments in our lives. Young or old, it has the power to make us healthier, happier, and more connected as friends, family, and as parts of a larger community.

- Talk about the importance of music in your own life.
- What do you hope to accomplish with your music program?

Media Matters!

Be the ONE....to support Community-owned and operated Media!

A free and independent media has a critical role in upholding high standards of governance. Freedom of expression is fundamental to maintaining and strengthening our democracy. Citizens must be allowed to discuss and debate issues, to challenge their governments and make informed decisions. The media holds those in power directly to account for their actions, through interviews, investigative journalism and impartial reporting.

- Talk about our local public affairs programs.
- Talk about our syndicated national talk programs.
- Community Conversations at Fogartyville
- Activist Tuesdays to allow people to organize locally
- We train the next generation of journalists through our internship programs.

Local Matters!

Be the ONE....to strengthen our community!

WSLR is our community’s voice. Our Community Center and radio inform people about what is happening in Sarasota and Manatee Counties. We provide an open mic for people from communities who are often overlooked by other broadcast media. Community radio helps build a sense of community. Anyone with interest can get involved in the station’s activities.

- We’re here for you during emergencies
- We provide an opportunity for you to ‘be the media’ – no experience needed
- Over 65 community volunteers host programs on WSLR
- Plus we have over 100 volunteers that help with events, office admin, news, art exhibits, landscaping – you name it!

People Matter!

Be the ONE....to connect our community!

As Margaret Mead said, “‘**Never doubt** that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.’” The people involved at WSLR+Fogartyville are concerned citizens working to build a better community, they are passionate lovers of music, and they are the kind of people that will have your back in the event of an emergency. Service to the community is at the forefront of what we do - providing space for important community conversations and connecting people through music and activism.

- We are people-powered radio!
- Non-commercial – supported only by you
- We care about our community...

GIVING PARTNER CHALLENGE TALKING POINTS

Additional Talking Points:



The WSLR Board has committed to establishing a Green Initiative Fund which we will kick-off during the 2020 Giving Partner Challenge. The Board will raise a minimum outside match of \$3000 to use to incentivize giving during the 24-hour period. The \$3000 in matching funds raised during the Challenge will also be designated for the Green Initiative Fund giving us \$6000 to put towards our energy efficiency upgrades. We also plan to use in-house labor as much as possible.

GREEN INITIATIVE FUND

WSLR is part of the Partners for Green Places Program. Consultants have completed an energy audit of our facility and recommended steps we can take to improve our energy efficiency and achieve our goal of going 100% renewable. Funding has been applied for to cover 70% of our costs, but we need to provide a 30% match – which is approximately \$6000. This investment will save us money in the long-term with minimal up-front costs to the organization. We have donors that have provided us with a generous \$3000 match to use during the Giving Partner Challenge to raise the remainder of these funds. If you would like to support this initiative, please put GREEN in the message box when you make your donation at <https://www.givingpartnerchallenge.org/organizations/wslr-inc>.

Giving Challenge Talking Points

The **Giving Challenge** is an exciting online 24-hour **giving** event that connects 700+ nonprofit organizations with passionate donors to support diverse causes and create enduring impact in **Sarasota**, Manatee, Charlotte, and DeSoto counties.



The Patterson Foundation will provide a 1:1 match for all unique donations — up to \$100 per donor, per nonprofit organization — in addition to \$51,000 in prizes for nonprofit organizations that cultivate the highest number of unique donors.

**Sample Pledge Drive Promos are included in this packet.
Please start including Pledge Drive Promos in your show this week.**

ON AIR PROMOS FOR SPRING PLEDGE DRIVE

FOR AIRING DURING DRIVE (Wednesday, April 22 - Wednesday, April 29) – You can also adapt to air prior to the Pledge Drive by adding the dates for the Drive to the script.

COVID-19 PROMO 1

This is an important time for all of us to be well informed. WSLR and Pacifica are bringing you reliable information about the Coronavirus – facts and advice from the nation’s top healthcare professionals, and information about schools, workplaces, and public gatherings and events.

You depend on reliable information so you can make informed decisions for yourself, your family, and your community.

We’re able to bring you this important coverage thanks to the generosity of listeners who have supported us in the past. Please join them.

Give online at WSLR.org or call 941-894-6469.

COVID-19 PROMO 2

WSLR is the modern version of the public square. Listeners come together to learn the latest information about the ever-changing story around the Coronavirus.

But unlike what you might hear on the street, we check the information we give, so you can be sure it’s true and reliable.

Since you’re relying on WSLR, now is a good time to support this nonprofit news source. Contributions from our listeners make WSLR possible. Please join our contributing listeners.

Make your pledge online at [WSLR](http://WSLR.org) or call 941-894-6469.

COVID-19 PROMO 3

WSLR is an essential resource in your daily life. We’re giving you reliable information about the Coronavirus so you can make smart decisions for yourself, your family, your workplace, and your community. Our volunteer programmers are learning new technology and working extra hard to bring you the great music programs you’ve come to enjoy here at WSLR. Music has helped us all get through difficult times before, and it will help us now.

You are an essential part of WSLR’s daily life. Our contributing listeners provide a large share of our funding, money that fuels our editorial independence. You’re going to continue to count on WSLR. We’re hoping we can count on you.

Show your support online at WSLR.org or call 941-894-6469.

COVID-19 PROMO 4

As a listener to WSLR, you expect more than just the headlines about the COVID-19 virus outbreak. You are looking for context. You want to understand how this outbreak will impact health, science, and the economy. You are curious to learn what’s happening around the world, and how other countries are managing this fast-developing situation.

Context... facts... accuracy... that’s what WSLR delivers with its news and public affairs programming. All thanks to your support.

Please make a gift to WSLR today.

COVID-19 PROMO 5

2020 has already proven to be an eventful year! And you have been able to depend on WSLR to keep you up-to-date. From local, national, and international news about COVID-19, to the presidential primary race.

And while it's free to tune in, stream, or read this news, it takes real financial resources to make it a reality. Your support is truly critical.

You can make a gift easily at WSR.org or by calling 941-894-6469 today.

COVID-19 PROMO 6

What you can't see as a listener to WSLR is what it takes to bring you the news and information you hear on this radio station - both locally and from around the world. As our community continues to grapple with event cancellations, new discoveries about COVID-19, and the implications of "social distancing," our staff is hard at work trying to keep our programming relevant and accurate.

The most important thing you can do to support this work is to make a pledge during our Spring Pledge Drive. Donations between \$25 and \$100 can be matched through the Giving Partner Challenge. Call 941-894-6469 or visit wslr.org to learn more... and thank you.

COVID-19 PROMO 7

As our community continues to grapple with event cancellations, new discoveries about COVID-19, and the implications of "social distancing," WSLR music programmers are hard at work to keep bringing you the diverse range of music you've come to appreciate on this community radio station. Music helps inspire us - sometimes making us cry, sometimes making us laugh - but always bringing us closer together.

We need that right now. Show appreciation for your favorite programs by making a pledge online at WSLR.org or calling 941-894-6469.

Advance Pledge Drive Promo 1

Join WSLR+Fogartyville for our Spring Pledge Drive happening on Wednesday, April 22nd through Wednesday, April 29th. We'll be taking part in this year's Giving Partner Challenge which means donations made online at the Giving Partner Challenge website from Noon Tuesday, April 28th to Noon, Wednesday April 29th will be matched by the Patterson Foundation. You can call in in advance to make your pledge at 941-894-6469. Help us continue to bring you independent, non-commercial music and public affairs programming produced by community volunteers right here at 96.5 on your FM dial and streaming live at WSLR.org.

Advance Pledge Drive Promo 2

WSLR is a unique kind of radio. Each time you tune in to WSLR you hear our community—our people, environment, music, and attitude. Programmers are busy learning new skills so that they can produce their shows remotely and still bring you the programming you've come to count on here at WSLR. Show them you appreciate their efforts by pledging your support to WSLR+Fogartyville during our Spring Pledge Drive taking place from Wednesday, April 22 and Wednesday, April 29. You can pledge online at WSLR.org or call us at 941-894-6469.

Advance Pledge Drive Promo 3

It's time for our Spring Pledge Drive at WSLR+Fogartyville. Starting on Wednesday, April 22 and running through Wednesday, April 29 all of our programmers will be asking you to pledge whatever financial support you can by calling 941-894-6469 or visiting our website at WSLR.org. Your support helps WSLR+Fogartyville fulfill its mission of providing a space for community engagement and creative expression.

Advance Pledge Drive Promo 4

Are you tired of corporate radio giving you what they want and not what you need? Are you ready for something different? Do you want to have a voice in your community? Are you looking for a wide range of diverse musical programming? Do you want to hear about local and global issues rarely reported in commercial media? If you answered yes to these questions, then you've found the right station in WSLR.

WSLR is real community radio. Commercial-free, independent radio programmed by volunteers. WSLR is radio that provides musical diversity and local issue-oriented programs. WSLR serves the needs of the Sarasota community and provides real democracy in public media by making it accessible to everyone. Your support makes it all possible, so please make a donation during our Spring Pledge Drive taking place from Wednesday, April 22 through Wednesday, April 29. Give online at WSLR.org or call the office at 941-894-6469.

Giving Partner Challenge Promo 1



WSLR will be participating in the Giving Partner Challenge from Noon April 28th to Noon April 29th. Local foundations are contributing matching dollars and grant incentives to get the ball rolling, but the excitement generated and sustained by community philanthropy will come from YOU! All donations of \$25 to \$100 will be doubled during this 24-hour period. Your support will allow us to

continue to grow our community and enhance our live and broadcast programs. On April 28th at NOON visit www.givingpartnerchallenge.org to show your support for WSLR and Fogartyville. Search for WSLR to make your tax-deductible contribution of \$25 or more.

Giving Partner Challenge Promo 2

WSLR is non-commercial and non-profit, and, for this reason, we rely on you, our listeners to keep this station going strong. With all of our events at Fogartyville cancelled due to the coronavirus, we are relying on your support event more. The Giving Partner Challenge gives us the opportunity to make up some of our lost revenue by taking advantage of the matching funds being generously offered by the Patterson Foundation. If you make a donation of between \$25 - \$100 during the 24-hour challenge period starting on Tuesday, April 28th at Noon, your gift will be matched dollar for dollar. Visit GivingPartnerChallenge.org and search for WSLR to make your donation. Thank you.

PROGRAMMER TIMELINE
HELP PROMOTE THE PLEDGE DRIVE AND THE GIVING PARTNER CHALLENGE!

WEEK OF APRIL 8TH



Attend the **Zoom Pledge Drive Training** online. Join on a computer that has a camera if you can. If not, you can join by phone. Here is the information to join the call:

Join Zoom Meeting at 6pm
<https://zoom.us/j/176695858>

Meeting ID: 176 695 858

Dial by your location
+1 312 626 6799 US
+1 646 558 8656 US

- Decide whether you will set up your own Peer-to-Peer Fundraising Page for the Giving Partner Challenge. If yes, take the time to set up your page this week. More information available here: <https://www.givingpartnerchallenge.org/info/peer-to-peer-fundraising>
- If you are producing your show remotely, insert one announcement per hour into your show to let people know about the upcoming Pledge Drive/Giving Partner Challenge. **Sample scripts** are included in this packet.
- Identify 10 or more individuals that you can reach out to for support -use the target list included in this packet.
- Download the promotional graphics from the Giving Day website <https://www.givingpartnerchallenge.org/info/downloads> to use in social media posts and emails.

WEEK OF APRIL 15TH

- Update your social media profiles with Giving Day branding. <https://www.givingpartnerchallenge.org/info/downloads>
- If you are producing your show remotely, insert one announcement per hour into your show to let people know about the upcoming Pledge Drive/Giving Partner Challenge. **Sample scripts** are included in this packet.
- Take a picture of yourself working on your show remotely and post it to social media with a link to the Giving Partner Challenge page. If you aren't active on social media, send the photo to us so that we can use it on WSLR's social media platforms.
- Plan your fund drive show. If you have a special theme or guest, let us know so that we can help promote it.
- Invite your friends to **LIKE** the **WSLR Facebook** page to increase our social media presence.



WEEK OF APRIL 22ND – HAPPY EARTH DAY!



- Send out an email a few days before your Pledge Drive Show to let people know why they should tune in and ask for their financial support. Give them the phone numbers and **the website**. If you are producing your show remotely, insert **three announcements** per hour into your show to remind people that we are in our Spring Pledge Drive and letting them know how they can make a pledge. **Sample scripts** are included in this packet.
- Promote the Pledge Drive on your **social media**.
- Record a short Facebook Live video to promote your Pledge Drive Show.
- Schedule a Facebook post for 12pm Tuesday, April 28th to remind people that the Giving Challenge is starting and that their donations to WSLR will be matched for the next 24 hours.

12PM, TUESDAY, APRIL 28 – GIVING PARTNER CHALLENGE STARTS

Make your pledge online at www.GivingPartnerChallenge.org if you did not submit a pledge card to us to enter for you. Put your show name in the message box so that it counts toward your pledge drive goal.

AFTER 1PM, TUESDAY, APRIL 28

- At least once more during the day post to social media asking folks to support WSLR and keep independent media alive in Sarasota. See **sample posts** in this packet. Include the link to give: <https://www.givingpartnerchallenge.org/organizations/wslr-inc>
- **Like** and **share** posts made on the **WSLR Facebook** page.
- Change your profile picture on Facebook to show you gave (available at <https://www.givingpartnerchallenge.org/info/downloads>).



WEDNESDAY, APRIL 29 - BEFORE 12pm

Post a thank you to everyone that has made a donation to support WSLR+Fogartyville and remind them that for another hour (or however much time is left) their donations of \$25-\$100 can still be matched. You can also schedule this email in advance.

THANK YOU FOR BEING A PART OF THE WSLR+FOGARTYVILLE TEAM!

SAMPLE EMAIL SCRIPTS to send in Advance of Giving Challenge:

Subject: Come Home to Community Radio | The Giving Challenge

[Salutation],

The Giving Challenge is an opportunity to unite our community around causes we truly believe in and help nonprofit organizations connect to the larger community. That's what WSLR+Fogartyville strives to do every day and we need your help to continue our efforts!

As with all of our local non-profits, we have been hit hard by the Coronavirus Shut Down. So the Giving Challenge is coming at just the right time to help us make up some of the shortfall. To help us reach our goal of \$45,000 and 600+ donors, we need you to tell your friends and family members about the important work we do and ask them to join us in helping to make a difference.

Get ready to give! On April 28th - 29th, starting at 12PM on April 28, visit <https://www.givingpartnerchallenge.org/organizations/wslr-inc> and make a donation to WSLR. You will have 24 hours to make your donation, and all giving will end at 11:59AM on April 29.

Questions? You can reach WSLR staff at 941-894-6469 or by emailing info@wslr.org. Thank you in advance for your generosity to our nonprofit organization!

Subject: Pledge support to WSLR+Fogartyville – Giving Challenge

[Salutation],

We're counting down the days to WSLR+Fogartyville's Spring Pledge Drive (April 22 – 29) and the Giving Challenge (April 28-29). Independent media is essential in times of crisis. We need your help to make our campaign a success, and we've included a few easy ways that you can support us.

Make a pledge. Visit our website at WSLR.org to make a secure pledge to support WSLR+Fogartyville. You can select the particular program/s you would like to support.

Be socially (media) active. Use your social media networks: post on Facebook, tweet about the Giving Challenge, and share why you're passionate about WSLR+Fogartyville.

Become a fundraising champion. Everyone loves a champion, including us! We really need fundraising champions to help drive people to our Giving Challenge profile on April 28th - 29th. Contact us at 941-894-6469 or info@wslr.org for more information on how to become a fundraising champion!

Thank you in advance for your support!

FOR TUESDAY, APRIL 28th:

Subject: Today's the Day | Put Your Giving Shoes On

[Salutation],

The Giving Challenge is TODAY, and we are asking you to join us in our efforts to keep independent media alive and well in Sarasota!

Your donation of any amount will help. All donations of \$25-\$100 will be matched as long as they are made online through this website: <https://www.givingpartnerchallenge.org> between 12pm today and 11:59am tomorrow.

Your support is greatly appreciated!

SAMPLE SOCIAL MEDIA POSTS

TWITTER Sample Posts



#GivingChallenge2020

- Are you ready to be a part of #GivingChallenge2020? It's a day to celebrate all the good going on in our communities and double the impact of your contributions to WSLR and other local nonprofits. <https://www.givingpartnerchallenge.org/organizations/wslr-inc>
- Are you a fan of _____ (enter the name of your show) and WSLR+Fogartyville? We hope so!! Mark your calendars for April 28th - 29th. It will be a day for everyone to support WSLR+Fogartyville's mission at <https://www.givingpartnerchallenge.org/organizations/wslr-inc>
- A little can go a long way when we get together and give together on April 28th - 29th for #GivingChallenge2020! Help keep the community connected by supporting local, non-commercial radio! <https://www.givingpartnerchallenge.org/organizations/wslr-inc>



FACEBOOK SAMPLE POSTS (Include a picture!)

- Save the date: #GivingChallenge2020 is April 28th - 29th! You can be part of the celebration by giving to Sarasota's only home-grown community radio station. Visit <https://www.givingpartnerchallenge.org> to find out more.
- The real success of #GivingChallenge2020 will not be how much money we raise but the tremendous impact those dollars will have when nonprofits across Sarasota, Manatee, Charlotte, and DeSoto counties put them to work! Join the giving on April 28th - 29th at <https://www.givingpartnerchallenge.org> and show your support for WSLR+Fogartyville!
- April 28th - 29th will be a historic day for everyone in Sarasota, Manatee, Charlotte, and DeSoto counties to GIVE BIG! You can learn more about the Giving Challenge and support WSLR+Fogartyville at <https://www.givingpartnerchallenge.org/organizations/wslr-inc> #GivingChallenge2020
- Let's show everyone that Sarasota, Manatee, Charlotte, and DeSoto counties are full of generosity! On April 28th - 29th, help WSLR continue to foster creative expression and community engagement in Sarasota while promoting peace, democracy, sustainability, and social and economic justice. Give online at <https://www.givingpartnerchallenge.org/organizations/wslr-inc> #GivingChallenge2020
- [Insert your personal message] On April 28th - 29th, you will have 24 hours (one day!) to give where your heart is! To support our campaign, go to <https://www.givingpartnerchallenge.org/organizations/wslr-inc> #GivingChallenge2020

WSLR+Fogartyville PLEDGE BREAK WORKSHEET

Break Elements: Explain Drive and why it is important. *Give phone numbers and website to pledge.
* End with a call to action.

Hour Number

1

Number of Breaks per hour:

3

Message: _____

Break
#1

Message: _____

Break
#2

Message: _____

Break
#3

Questions to ask yourself to gauge the effectiveness of your pledge drive breaks:

Will the message resonate with what the listener believes about herself, the station and its programming?

Will what I say help the listener place a monetary value on his use of the station, the benefits he derives from listening and the need for his financial support?

Break Elements: Explain Drive and why it is important. *Give phone numbers and website. * End with a call to action.

Hour Number 2

Number of Breaks this hour: 3

Message: _____

Message: _____

Message: _____

Questions to think about when writing your pledge breaks?

- How does WSLR inspire curiosity about the world, music, possibilities, etc?
- How are listeners empowered through WSLR+Fogartyville?
- How are volunteers empowered through WSLR+Fogartyville?
- How is the community empowered through WSLR+Fogartyville?
- What are the consistent messages aired on WSLR?
- What do WSLR listeners value?
- What about WSLR+Fogartyville makes you proud to be a part of it?
- How is what you do at WSLR relevant to the listener?
- How does WSLR+Fogartyville change lives?