

Sarasota's Own Community Radio



ADVOCATE KIT USE AND INSTRUCTIONS

FALL MEMBERSHIP DRIVE

Wednesday, October 27 – Tuesday, November 2

MEMBERSHIP DRIVE TRAINING

Thursday, September 30, 6pm - VIRTUAL

[ZOOM MEETING LINK HERE](#)

Meeting ID: 814 0678 7563

Passcode: 769750

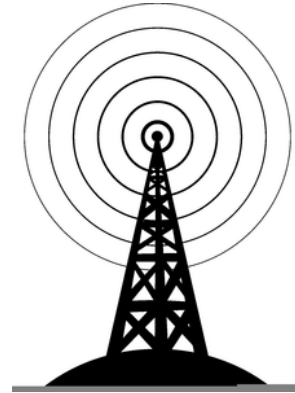
One tap mobile

+16465588656,,81406787563#,,, *769750# US

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

Contents of Advocate Kit:

- 1) Membership Drive Logistics and Talking Points
- 2) Sample Membership Drive On Air Promos
- 3) Programmer Timeline
- 4) Sample Before Drive Promo Scripts
- 5) Sample Email Scripts/Sample Social Media Posts
- 6) Donation Appeals Worksheet & Helpful hints
- 7) Membership Drive Target List



Instructions for Advocate Kits:

Use the sample scripts and social media posts:

- You'll find information about our Fall Theme and talking points in the Kit. We will be mailing a Membership Drive notice to all of our members and event attendees in advance of the Membership Drive, and information will be going out to everyone on our email newsletter list.
- Identify 10 or more individuals that you can target for support and use one of the sample email scripts included in the advocate kit. Personalize the appeal to make it more effective.

Pledge Cards:

- Use to record donations for yourself, friends or family in advance of the Membership Drive. If you are doing your Membership Drive show live, bring the donations to the station when you come in to do your show. If you are recording remotely, you can thank these donors during the course of your show and encourage others to call in their pledges.

Messaging:

- Use the messaging ideas included in the package to plan your breaks for your Membership Drive show.
- Break into your show a **minimum of 4 times per hour** with an **appeal for support**. If you have a half-hour show - please do at least two pledge breaks.
- **Give out the phone number and web address more frequently** - every time you come on the air. **Begin your Appeal Break with the phone number and website address and end with them too!**

Fund Drive Logistics and Talking Points

Date: Wednesday, October 27 - Tuesday, November 2

Theme: **FALL for WSLR+Fogartyville**

Donate at WSLR.org GOAL: \$50,000

There will be a staff person at the station from 7am-10pm during the Membership Drive **IF** there is live programming on the air. We will not be bringing additional volunteers into the station - only programmers currently in the studio. Staff will be taking donation calls on the office number (941-894-6469), so you can have guests and co-hosts call in on the studio phone line - 941-954-8636 - if you're doing your show live in the studio. **Please encourage people to use the website to donate - WSLR.org**

How have your listeners, local musicians, local businesses and nonprofits "Fallen" for WSLR+Fogartyville? - **it is always good to think about how you can involve community members in your show.** If you're recording your show in advance - it's easy to incorporate a short interview by using Zoom; you can always have friends and family record a station ID or an appeal for your show. Incorporate local music and information. **What is it that makes WSLR+Fogartyville special? Make sure your show reflects it.**

Here are ideas you can use to structure your breaks.

Elements of an effective Membership Drive Appeal Break:

1. **Preparation:** Know what you are going to say **before** you go on the air. Folks who ad lib can ramble and lose the focus of the break. (Even if this is your usual approach to doing your show, **PLEASE prepare your Drive Appeals!**)
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 or go online to WSLR.org to give us YOUR donation 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 Membership Drive - give out the phone number (941) 894-6469 and website (**WSLR.org**) to donate. Pick **ONE talking point per Appeal time** from to share with the listeners why WSLR+Fogartyville matters.
5. **Suggest an amount.** \$40 is our basic annual membership fee; Join our Grassroots Tribe for just \$5/month and get all the benefits of membership. Talk about different levels during different breaks. **Focus at least one of your breaks on Sustaining Membership (TRIBE).**
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 your Donation or go online to **WSLR.org** to donate securely and easily.

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 or if they will be doing the show live. **Both shows need to be represented during the On Air Drive.** If both of you plan to do live shows, please contact Management so that we can ensure Covid protocols are followed.

WSLR+Fogartyville - **More than radio!**

Please personalize your appeal! Use the **worksheet provided** at the end of this Kit to **plan your Membership Drive breaks in advance** of the Membership Drive. Use the questions at the end of each talking point to help you personalize your Appeal to your listeners.

WSLR+Fogartyville Talking Points / Updates

We are surviving and thriving despite a year of continued challenges. We are so grateful for your continued support!

WSLR Radio

WSLR stayed on the air 24/7 to serve the community, and we, the volunteer programmer DJs learned all types of new skills to bring you fresh programming. In addition to our cleaning and safety protocols, we now have a Second On Air Studio to keep disease transmission down while allowing more programmers at the station. *(What's been your personal experience this past year?)*

FOGARTYVILLE REOPENS



Fogartyville was closed for almost a full year, but reopened in March 2021 with live shows and the ability to livestream all of our events thanks to a grant from the **Community Foundation of Sarasota**. We have a new, improved look and feel to the space after repositioning the stage on the North wall to allow for expanded outside seating. We've signed on to **#SafeArtsSarasota** and have Covid Protocols in place. The Patio Cover project is awaiting City Permitting and looks to be installed this winter! *(What do you enjoy about Fogartyville?)*

LIVESTREAMING

If you're still not comfortable returning to live shows, we have some other good news for you. Thanks to a grant from the **Dr. S. Carroll Buchanan Memorial Fund of the Community Foundation of Sarasota** and the **Dallas and Elizabeth Dort Charitable Fund of the Community Foundation of Sarasota** we have streaming equipment at Fogartyville that allows us to live stream shows from our stage into your living room. We've got staff trained and working to make sure you enjoy a high quality experience whether you're live at the venue or in the comfort of your home. *(Have you streamed a live event at Fogartyville?)*



PATIO RENOVATIONS



People love the patio at Fogartyville - and now with Covid it's even more important. But with the weather, it's hard to know if we can hold events outdoors or not. We've received grants from the **Selby Foundation** and a private **Famliy Foundation** to build an outdoor covered structure on the patio and to replace the concrete with paver bricks. This will make the outdoor space much more functional. We're currently waiting for a permit from the City and expect to have the cover installed this winter. *(Any favorite Patio memories?)*

NEWS INTERNSHIPS and GROWING OUR NEWS PROGRAM

At WSLR+Fogartyville, we are working to build a people-powered information network made for—and powered by—people like you! Our goal is to make local government more accountable and transparent.

With fewer professional journalists covering public meetings, residents and reporters don't always have access to complete information on civic issues. WSLR Radio is committed to growing our local journalism efforts to help meet community needs. We currently have active **internship programs** with **New College of Florida** and the **University of South Florida** and have five students currently working on our News Team (2 college students & 3 high school students) – producing ½ hour local news broadcast every Friday, a supplementary ½ hour broadcast every other Wednesday, daily local News Updates, maintaining our Critical Times website and social media, contributing to our quarterly Critical Times publication and expanding our distribution through podcasts.

We continue to grow our news department and train the journalists of the future. *(How is access to local news and bringing College Students into WSLR+Fogartyville important to you?)*



ANTI-RACISM and CULTURAL INCLUSION COMMITTEE

We work on building an anti-racist organization by examining our policies and processes, expanding our outreach, and investing in training for our staff. We also work to build a more inclusive environment.

Our programming on WSLR Radio and Fogartyville expresses our Mission, and we continue to diversify. We've hosted two Local On Air Takeover Days for Black Lives Matter and Black History Month - inviting members of OUR Local Community to educate, inform and share the reality of being a person of color in the Sarasota-Manatee area. We have adopted a new Recruiting and Hiring policy in order to ensure a more diverse staff. Our Board of Directors has adopted an Inclusion, Diversity, Equity and Accessibility Policy that will govern the whole organization.

BRICK CAMPAIGN


If you missed our brick campaign in the Spring, there's still time to order an engraved brick in our People's Patio!




WSLR+Fogartyville is community-owned and operated – we are here because of your support. By buying a brick in our People's Patio you will leave your mark on our future. It's a great opportunity to honor a family member or loved one, to pay tribute to a favorite mentor, or to celebrate your appreciation of live music, art or activism. Visit **WSLR.org** for complete details. *(Do you have a Brick? What would you put on yours? What comments do you get from your listeners that would make great brick quotes?)*


MORE INFO ABOUT BRICK CAMPAIGN

Brick Examples


 Clayton Kratzer
Percussion
Class of 2022

 Dana Miller,
Strive for success
in all that you do.
Love,
Mom & Dad

Patricia Collins
Math Teacher
Guiding & educating
students since
September 1983

 DJ Diamond
Music is
LIFE

Size & Color	Text Only	w/ Clip Art
4"x 8" Brick	\$125	\$150
8"x 8" Brick	\$250	\$275



4"x 4" Black Granite Replica Tile \$50.
This is an exact replica of what will be engraved on your brick.

1-3 lines of engraving (18-20 spaces per line) for small brick (8" x 4")

You can add 3 additional lines for a larger brick.

Order online at our donor page: <https://polarengraving.com/wslrinc>. Printed forms in the studio.

Day Sponsorships

What is a Day Sponsorship?

A Day Sponsorship is a unique way to show your support for WSLR+Fogartyville. With a donation of \$50 or more, you can choose a day of the year to celebrate or honor friends, family, or colleagues on a birthday, anniversary, graduation or other special occasion.

When you “sponsor” a day, your message will air six times on the date of your choice.

WSLR+Fogartyville allows only one Day Sponsorship per day. Reserve your date as soon as possible. You have one year from the date of your donation to “sponsor” a day on WSLR Radio. Your contribution is tax deductible to the fullest extent of the law.

Frequently Asked Questions About Day Sponsorships

How should I write the message?

Day Sponsorships begin with “Today’s programming on WSLR is made possible by...” followed by the first and last names of the person or persons who made the contribution. You will have a maximum of 25 words after your name for your message.

Day Sponsorships need to be written in the third person. This is to avoid sounding as if our announcer is delivering the message. “Today’s programming on WSLR is made possible by John Smith, wishing his wife Mary a very happy birthday.” Please provide phonetic pronunciations, or verbal clues, for any words that might be in question, e.g., “Nina rhymes with China.”

Can I donate my Day Sponsorship to a non-profit? Per FCC regulations Day Sponsorships are non-transferable and may not be donated to a third party. The name of the sponsor has to be the one paying for the message. We reserve day sponsorships for individuals. We have Underwriting and Media Sponsorships available to nonprofits and businesses.

Can my Day Sponsorship be anonymous?

The FCC does not allow anonymously funded announcements. The message must clearly identify the person or persons paying for the Day Sponsorship by first and last names.

Can a non-profit or business purchase a Day Sponsorship?

A non-profit or business can purchase a Day Sponsorship, but the message must conform to the Day Sponsorship format to celebrate or honor a colleague within the organization. As an example: “Today’s programming on WSLR is made possible by the Sarasota Animal Rescue League, honoring founder John Doe as he celebrates his 100th birthday and 36,500 revolutions around the sun.”

When can I use my Day Sponsorship?

All Day Sponsorships are to be paid in full, in advance of the day selected. Your air date must fall within one year of your contribution. If you pledge \$50 on October 27th, you have until the following October 27th to use your Day Sponsorship. The deadline for the information to be received will be 10 days prior to air date.

Dos & Don’ts Please remember that the purpose of a Day Sponsorship is to identify individuals and help them celebrate a special occasion.

- Day Sponsorships cannot contain a call to action or superlatives.
- You cannot say “the best in town” or “number one in the country” etc.
- You cannot say “for information call...” or “come by and see us at...”
- You can say “celebrating 20 years serving the Sarasota community.”
- No promotion of ideological, theological, or political positions is permitted.

CANNOT be used to promote business, political campaigns, year-end giving or special giving days.

ON AIR PROMOS FOR FALL MEMBERSHIP DRIVE (Wednesday, October 27 - Tuesday, November 2)

BREAK #1: Put a Value on the Music You Love

We're in our Fall Membership Drive! Call 941-894-6469 or donate securely online at our web site: WSLR-dot O-R-G.

What's it worth? Can you really place a monetary value on the music experience of hearing a favorite artist? It might be difficult, but I want you to try.

You know what your internet is worth and what you pay for it every month.

You know what you pay for your newspaper, your special coffee drinks, your movie tickets, all the little things we do for ourselves.

So what should your music bill be? Only you can say, but let me suggest \$10 a month. That works out to be a whopping 33 cents a day for all the great music you hear on WSLR Radio that you simply can't hear anywhere else.

You tell us you love the variety of music you hear on WSLR. You tell us you hear music that no one else is playing, music from every culture and every time.

You say you appreciate the unusual, the beautiful, the amusing, the incredible variety of music you get on WSLR.

And you tell us that the hosts help you learn about the music in the process. So what is that worth? What is dependable, reliable, consistently exciting music 365 days a year worth? You decide, then call and let us know how much you'd like to donate.

Call now: 941-894-6469 or donate securely online at our website: WSLR-dot O-R-G.



BREAK #2: Doing the Family Budget

Families go through this process. Some people do it at the kitchen table, others in the den. Some people wait for the weekend, others on Monday night. Some do it alone, others together...

We're talking about paying the bills and doing the family budget. Since we're asking you to join our family during this membership drive, we're opening up the books to show you how we operate.

- 50.2% of our support comes from individuals
- 8.2% comes from Fogartyville events (greatly reduced due to Covid)
- 40.4% comes from granting institutions (reflects Covid grant funding)
- 1.1% from underwriters in the community
- Our operating budget for 2021-2022 fiscal year is \$357,200

We need approximately \$700 per day to operate WSLR+Fogartyville.

51% of our funding comes through donations from individuals. Most of that comes in donations of \$60-\$100 from people just like you, people who love the music, news, events at Fogartyville, and want to keep it going day in and day out.

So think of that \$700 per day. Think about how often you listen and how much the music means to you. Think about how much richer your life is because WSLR+Fogartyville is in it. Then make a call and take care of just a small part of that daily cost with your very important donation of support.

Think of it this way: could you add just \$10 per month to the family budget? Are 24 hours a day, every day filled with incredible music and news and the rest, worth \$10 per month? Please make that call or donate online at our website now.

» **Call now: 941-894-6469 or donate securely online at our website: WSLR-dot O-R-G.**

BREAK #3: Family Matters



Our membership drive is a “Family Matter.”

Families share together—they share in love as well as sorrow. In good **and** bad times. Families make us crazy sometimes, but in the end, mostly they are what give us a richer meaning of life.

People who love WSLR and who listen are in a family, too. Whether they realize it or not. And like all family members, we support each other.

Our task on the family to-do list is to bring you a great variety of music and news 24 hours a day, every day. And we do that job to the very best of our ability.

Your item on the list is to support your Member-Supported Radio Station so we can continue to bring you what you value.

Community Radio is unique this way. Community Radio belongs to us. To the people. It’s our right, created by Congress, to have a public radio system. And like all rights, it comes with responsibilities.

So please pick up the phone right now, call us at 941-894-6469 and tell the individual who answers the

phone: “I want to join the family. I want to become a member of WSLR. I’ve been thinking about this for days and the time has come for me to do my part.” or “I’m a member of the family and I want to donate today!”

» **Call now: 941-894-6469 or donate securely online at our website: WSLR-dot O-R-G.**

BREAK #4: The Meaning of “Member Supported” Radio

WSLR+Fogartyville is your renewable resource. That can mean a couple of things: WSLR+Fogartyville is a resource that keeps coming back to you each and every day; or WSLR+Fogartyville relies on your renewed support to continue to provide the service you've come to trust and love.

Like all renewable resources, WSLR Radio is there for you everyday, 365 days out of year, powering you through your day with great music, local and international news. But like all renewable resources, it takes wise use and careful stewardship of that resource to keep it flowing.

And like all resources, community radio is part of our shared heritage.

Community Radio belongs to us. To the people. It's our right, created by Congress, to have a public radio system. And like all rights, it comes with responsibilities.

So please pick up the phone right now, call us at 941-894-6469 and tell the person who answers the phone: “I want to protect my natural resource. I want to become a member of WSLR.” Or if you're already a member, let us know that keeping this natural resource is important to YOU!

» **Call now: 941-894-6469 or donate securely online at our website: WSLR-dot O-R-G.**

BREAK #5: Welcome New Listeners

- Whether you're a new listener or a long-time listener, we encourage you to become a new MEMBER today. Join the family.
 - You're finding out how wonderful adding WSLR to your work life, your home, your commute can be
 - This is how member-supported media works versus how commercial media works - listeners donate to keep this going!
 - It's wonderful to not have the music interrupted with noisy, intrusive, pre-recorded commercials... nothing to destroy the (soothing) (exhilarating) (entrancing) (fun) (eclectic) mood created by the music.
 - Accept our invitation to join this member-supported community radio FAMILY
 - Share Your Enthusiasm! Please tell a friend about the great station you enjoy
- » **Call now: 941-894-6469 or donate securely online at our website: WSLR-dot O-R-G.**



BREAK #6: Welcome Internet Listeners

I'd like to give a shout-out to the folks that are listening online via our webstream at WSLR-dot O-R-G or through our WSLR+Fogartyville App

We have listeners from **all over the world** (*list three different places around the country/world*)

- Listen all day (or night) from wherever you are in the world
 - The stream costs us money so we ask you to support what you use, support what you depend on, support what you love
- » **Call now: 941-894-6469 or donate securely online at our website: WSLR-dot O-R-G.**

BREAK #7: Welcome Back Former Members

- Maybe you supported your local public community radio station once, and for that we say thanks very much
- Maybe you thought that once was enough, that your donation was good for years and years. Well...
- Maybe you can't remember the last time you supported your member-supported radio station. If you can't remember, it's probably been over a year
- We need you to make this contribution part of your giving lifestyle...so that we can continue bringing this music and important public affairs into your life
- If you listen to the great news and information on 96.5 WSLR, if you enjoy the music regularly, if you believe in our mission, please consider coming back to the family
» **Call now: 941-894-6469 or donate securely online at our website: WSLR-dot O-R-G.**

BREAK #8: The Importance of First Time Giving

- We estimate that nearly 10,000 people choose **WSLR** as their radio station **every week**. Yet we only have 1,000 contributing members. We'd like to close that gap by adding YOU to our family right now.
- How do you know whether you should join the family of member- supporters?
 - If you listen to WSLR every day
 - If your car radio turns on to WSLR
 - If we're the only station you listen to, or...
 - If we're your favorite among all the stations you listen to
- If you listen and you haven't yet made your first donation of support, let me describe how easy it is. *((Describe the process of phone call and donate))*
- Perhaps you haven't been aware of how listener supported-member supported radio works
- When you donate and become a Member of the WSLR+Fogartyville Family...
 - You'll feel good knowing you've done the right thing
 - You'll feel different after you donate - feeling better, involved, not like a bystander anymore, and more like an owner
- donate \$100, \$200, \$500, \$50, whatever number is right for you... the most important thing is that you make the call or go online to donate.
» **Call now: 941-894-6469 or donate securely online at our website: WSLR-dot O-R-G.**

BREAK #9: WSLR+Fogartyville Mission in the Community:

- WE are a center for members of the community, especially those under-represented by other media resources, to constructively express their ideas, opinions, and concerns.
- WE strive to be Sarasota's news, music, and culture "bulletin board" so that what happens in music, local politics and culture is reflected on this radio station.
- We're the only community radio station licensed in the City of Sarasota, and the only station that focuses on life here in Sarasota.
- We're reliable, consistent, and dependable. Can we depend on you in the same way?
- We're connected to the arts, connected to the community, connected to YOU
- WE promote positive values in a world that's in great need of "positivity"
- Listener supported means member-supported. That's where YOU come in.
» **Call now: 941-894-6469 or donate securely online at our website: WSLR-dot O-R-G.**

BREAK #10: Core Values: WSLR Host Presentation

In the age of iPods, satellites, CDs, even cell phones we know you can get your music from a number of sources. But we add value and a personal, human listening experience on 96.5 WSLR...



WE are knowledgeable companions
WE are credible, accurate, honest, & authentic with Intelligent humor, and respect
WE are focused on the music, not on ourselves
WE are enthusiastic and share our passion & love of the music
WE connect music from the past with life in the present, and help you learn a little bit about the music along the way
WE are conversational - talking with you, not up or down to you
WE enhance your musical experience, not intrude upon it

» Call now: 941-894-6469 or donate securely online at our website: WSLR-dot O-R-G.

BREAK #11 - MUSIC

Music has played a big role for many of us in helping us maintain our mental health during the pandemic. At WSLR we've worked hard to keep locally-produced programming on the air. Show your appreciation, for all the incredible music programming on WSLR, by becoming a member or continuing your membership of this community radio station.



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



BREAK #12 - TRIBE - Sustaining Memberships

For as little as \$5 a month YOU can become a member of the WSLR+Fogartyville Grassroots TRIBE. By becoming a Sustaining Donor you provide reliable support for the news and music programming you rely on, while reducing on-air fundraising. As a Sustainer, your donation will renew and your credit or debit card will automatically be billed. It's the smart, convenient way to support community radio! Visit WSLR.org/membership to learn more.

» Call now: 941-894-6469 or donate securely online at our website: WSLR-dot O-R-G.

BREAK #13 - FOGARTYVILLE

We have something special with Fogartyville Community Media & Arts Center. Not only do we play great music on the radio, we bring talented musicians to our stage! YOU get to see artists in an intimate listening room and they get to interact with you - sharing their passion with people who care. Help us grow this valuable Community Center, bringing more of what matters to you.

» Call now: 941-894-6469 or donate securely online at our website: WSLR-dot O-R-G.

PROGRAMMER TIMELINE HELP PROMOTE THE FALL MEMBERSHIP DRIVE!



Thursday, September 30, 6pm

Attend the **Fall Membership Drive Training** online. Join on a computer that has a camera if you can. If not, you can join by phone.

Join Zoom Meeting

<https://us02web.zoom.us/j/81406787563?pwd=QWtrcDAxbVlrYkttcFlVTVcCldWUT09>

Meeting ID: 814 0678 7563
One tap mobile

Passcode: 769750
+16465588656,,81406787563#,,,,*769750# US (New York)

WEEKS of Sept 29 - October 12

- Insert **one announcement per hour** into your show to let people know about the upcoming Fall Membership Drive. **Sample scripts** are included in this packet.
- Identify **10 or more individuals** that you can reach out to for support -use the **target list worksheet** included in this packet.
- Think of **one local business** that you frequent that you can approach about underwriting. We can supply a digital or print package for you to deliver to local businesses.
- Start thinking about **special content** you can incorporate into your **Membership Drive Show**. How can you make it special? What can you plan to help you promote the show that week?
- Consider what methods you use to promote your show - how can you amplify these methods in the next few weeks.
- Think if there are any special 'thank you gifts' you would like to use specifically for folks that donate to your show? (maybe you have a bumper sticker or tshirt to promote your show; extra CDs; tickets to a live local show)

WEEK OF October 13 - October 19

- Insert **one announcement per hour** into your show to let people know about the upcoming Fall Membership Drive. **Sample scripts** are included in this packet.
- Use the **target list** you created last week and start reaching out to folks for support.
- Approach the **local business** you identified last week and talk to them about underwriting - leaving the package with them to review.
- Let Management know if you have any special plans for your Membership Drive show so that we can help promote it
- Invite your friends to **LIKE** the **WSLR Facebook** page to increase our social media presence.
- **Have questions?** Attend the Fund Drive Q&A on **Thursday, October 14 at 6pm**:WSLR Team is inviting you to a scheduled Zoom meeting. LINK:



Join Zoom Meeting

<https://us02web.zoom.us/j/81406787563?pwd=QWtrcDAxbVlrYkttcFlVTVcCldWUT09>

Meeting ID: 814 0678 7563

Passcode: 769750

One tap mobile

+16465588656,,81406787563#,,,,*769750# US (New York)

WEEK of October 20 - 26

- Send out an **email** a few days before your Membership Drive Show to let your friends and family know why they should tune in, and ask them for their financial support. Remember to include instructions for our livestream and our mobile app so folks can listen no matter where they are. Give them the phone numbers and **the website**. If you are producing your show remotely, insert a minimum of **FOUR announcements per hour** into your show to remind people that we are in our Fall Membership Drive and let them know how they can make a donation. **Sample scripts** are included in this packet.
- Promote the Membership Drive on **your social media**.
- Prepare your Show and **Prepare your APPEALS. Make them Personal**
- **Have questions?** Attend the Fund Drive Q&A on **Thursday, October 21, 6pm**. LINK:
Join Zoom Meeting
<https://us02web.zoom.us/j/81406787563?pwd=QWtrcDAXbVlrYkttcFliVTVCcldWUT09>

Meeting ID: 814 0678 7563

Passcode: 769750

One tap mobile

+16465588656,,81406787563#,,,,*769750# US (New York)

MEMBERSHIP DRIVE WEEK - October 27-November 2 WooHoo!!!!

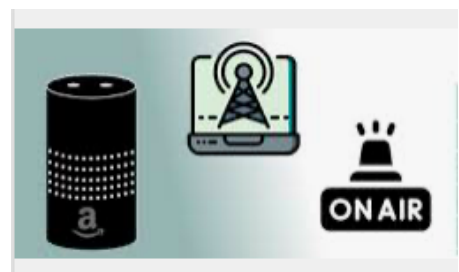
- When you come into the studio (or at home if you've pre-recorded your show), record a **short Facebook Live video** to promote your Membership Drive Show. Talk about what listeners will hear in the next hour (or two) if they tune in OR talk about your commitment to community radio - why you give of your time and financial support.
- **Smile when you talk** and **keep your energy levels high** during the show.

ADVANCE PROMOS TO USE IN YOUR SHOW PRIOR TO FUND DRIVE WEEK

Advance donate Drive Promo 1

Join WSLR+Fogartyville for our Fall Membership Drive happening Wednesday, October 27th through Tuesday, November 2nd.

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. You can become a member of our Grassroots Tribe for as little as \$5 a month. Any amount you can contribute is greatly appreciated.



Advance donate 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. During the pandemic, we've stepped up to learn new skills to continue to bring you the programming you've come to count on here at WSLR. Let us know you appreciate these efforts by pledging your support to WSLR+Fogartyville during our Fall Membership Drive taking place from Wednesday, October 27 through Tuesday, November 2nd. You can donate online at WSLR.org or call us at 941-894-6469.

Advance donate Drive Promo 3

It's time for our Fall Membership Drive at WSLR+Fogartyville. Starting on Wednesday, October 27th through Tuesday, November 2nd we'll be asking you to donate 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.



**COMMUNITY RADIO
IS YOUR RADIO**

Advance donate 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 Fall Membership Drive taking place from Wednesday, October 27th through Tuesday, November 2nd. Give online at WSLR.org or call the office at 941-894-6469.

SAMPLE EMAIL SCRIPTS to send in Advance of Membership Drive:

(include live links to WSLR Membership page)

Subject: FALL for WSLR+Fogartyville!

[Salutation],



We'd love to hear from you during our FALL Membership Drive taking place from Wednesday, October 27 - Tuesday, November 2nd. Why have you fallen for WSLR+Fogartyville? Is it the music? the public affairs? live, local programmers that you can interact with? great concerts at Fogartyville? Let us know what keeps you coming back... and do your part to make sure that WSLR+Fogartyville remains strong for others to enjoy. Become a member of our community or renew your membership with a one-time donation, or an ongoing donation of \$5 or more a month. You can contribute online at www.wslr.org or by phone at 941-894-6469. WSLR+Fogartyville - FOR the people, BY the people !!!

Subject: Support LOCAL Radio (News /public affairs focus)

[Salutation],

We're counting down the days to WSLR+Fogartyville's Fall Membership Drive, October 27-November 2. Now more than ever, we need WSLR! Independent media is essential in times of crisis. Over-reliance on profit-driven news media has always been a losing proposition for democratic societies. Community media outlets like WSLR provide an inclusive platform for underrepresented and marginalized voices. At WSLR, we are not afraid of difficult issues. We offer content that provides hope and challenges perspectives.

On my/our show, we try to cover issues.... *(fill in the blank with information related to your show)*. If you miss the show broadcast, remember you can access the show in the WSLR archives - <https://archive.wslr.org>.

If you are already a member of WSLR+Fogartyville, THANK YOU! If you haven't joined our community yet, I hope that you join us this week. Your membership makes a difference. You can join online at [WSLR.org](https://wslr.org) or call the office at 941-894-6469.

Email sample script FOR the day of your show:

Subject: Today's the Day | Help WSLR LOCAL radio thrive

[Salutation],

(Your show name) broadcasts today at *(insert time for your show)*. Tune in and show your support for *(insert your genre/show style)* on Sarasota's community radio station - WSLR.

As a non-profit, **NON-commercial** community radio station we depend on listener-support to continue to bring you this programming. Your donation of any amount will help. Our basic membership is only \$40 for a year. You can also **become a sustaining donor** – a member of our Grassroots Tribe – by choosing to make an ongoing monthly donation of as little as \$5 a month.

Help WSLR thrive! Become a member today. Here's the link to our membership page - <https://wslr.org/membership/>

SAMPLE SOCIAL MEDIA POSTS

TWITTER Sample Posts – Add hashtags: #peoplepoweredradio / #WSLR



- Are you a fan of _____ (enter the name of your show) and WSLR+Fogartyville? I hope so!! Mark your calendars for October 27-November 2 and show your support during our Spring Membership Drive. <https://wslr.org/donate-now/>

- A little can go a long way when we get together and give to WSLR+Fogartyville on October 27-November 2! Help keep the community connected by supporting LOCAL, non-commercial radio! <https://wslr.org/donate-now/>
- Do you enjoy discovering new music? If you answered 'YES', check out WSLR 96.5 and discover the locally curated shows that are the hallmark of community radio. #peoplepoweredradio

FACEBOOK SAMPLE POST (Include a picture!)



Tune in to WSLR to connect with the people and places that make our community special. On *(day)* at *(time of show)*, I'll have _____ *(name of guest)* on _____ *(name of show)*. Don't miss it! #WSLR #peoplepoweredradio

FACEBOOK SAMPLE POST (Include a picture!)

JOIN THE TRIBE

Our Membership Drive starts tomorrow. [Our Membership Drive is happening NOW!] Show your support for *(name of your show)* by becoming a member of the WSLR+Fogartyville Grassroots TRIBE. By becoming a Sustaining Donor for as little as \$5 a month, you provide reliable support for the WSLR news and music programming you rely on. It's the smart, convenient way to support community radio! Visit <https://wslr.org/membership/> to learn more.

Post a Facebook live video in the hour before your show goes on the air that let's listeners know what you have in store for them. Be sure to tag WSLR in your post.

Post a video of a performer you'll be featuring during your Membership Drive Show... and tell folks to tune in to hear more music from this performer.

PLACES YOU CAN POST:

[WSLR 96.5 FAN PAGE](#) - all WSLR content welcome

[Go Tonight](#) - if you're having a musician on live or promoting upcoming live music

[Sarasota Music Scene and More](#) - local music

[Citizens for Sarasota County](#) - for local news/public affairs content

[Sarasota Folk Club](#) - folk music

[Florida Folk Bulletin Board](#) - folk music

[Suncoast Jazz Happenings](#) - [Jazz Club of Sarasota](#) - to promote live jazz

[Jazz in Tampa Bay](#) - to promote live jazz

LET US KNOW OTHER SITES WHERE YOU SHARE YOUR POSTS!

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

WSLR+Fogartyville DONATION APPEALS WORKSHEET

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

FIRST HOUR or ONLY HOUR

Break #1

We're in our Membership Drive! Call (941) 894-6469 or go online to WSLR.org to donate. (Your Message...)

Go online to WSLR.org or call (941) 894-6469 NOW to donate!

Break #2

We're in our Membership Drive! Call (941) 894-6469 or go online to WSLR.org to donate. (Your Message...)

Go online to WSLR.org or call (941) 894-6469 NOW to donate!

Break #3

We're in our Membership Drive! Call (941) 894-6469 or go online to WSLR.org to donate. (Your Message...)

Go online to WSLR.org or call (941) 894-6469 NOW to donate!

Break #4

We're in our Membership Drive! Call (941) 894-6469 or go online to WSLR.org to donate. (Your Message...)

Go online to WSLR.org or call (941) 894-6469 NOW to donate!

WSLR+Fogartyville DONATION APPEALS WORKSHEET

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

SECOND HOUR

**Break
#1**

We're in our Membership Drive! Call (941) 894-6469 or go online to WSLR.org to donate. (Your Message...)

Go online to WSLR.org or call (941) 894-6469 NOW to donate!

**Break
#2**

We're in our Membership Drive! Call (941) 894-6469 or go online to WSLR.org to donate. (Your Message...)

Go online to WSLR.org or call (941) 894-6469 NOW to donate!

**Break
#3**

We're in our Membership Drive! Call (941) 894-6469 or go online to WSLR.org to donate. (Your Message...)

Go online to WSLR.org or call (941) 894-6469 NOW to donate!

**Break
#4**

We're in our Membership Drive! Call (941) 894-6469 or go online to WSLR.org to donate. (Your Message...)

Go online to WSLR.org or call (941) 894-6469 NOW to donate!

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

- Will the message *resonate* with what the *listener believes* about themselves, the station and its programming?
- Will what I say *help the listener* place a *monetary value* on his use of the station, the benefits they derive from listening and the need for their financial support?

Break Elements:

- Explain the Membership Drive and why it is important - use the suggested themes for breaks included in this Kit.
- **Give the office phone number and the website at every break. IMPORTANT! IMPORTANT!**
- Start with a statement that we're in our Membership Drive. Direct them to **call (941) 894-6469 or go online to WSLR.org to donate.**
- End with a **call to action**, and direct them to **call (941) 894-6469 or go online to WSLR.org to donate.**
- It's as easy as 1-2-3!
 - **(1) Opening** with phone number and website **(941)894-6469 WSLR.org**
 - **(2) Appeal**
 - **(3) Closing** with phone number and website **(941)894-6469 WSLR.org**

EXAMPLE...

- (1)** "We're in our Fall Membership Drive. As a listener-sponsored radio station, we depend on support from listeners like you to keep bringing you the programming you enjoy. It's easy to donate: you can visit our website at WSLR.org or call us here at the office at (941) 894-6469."
- (2)** [Put your Appeal Message Here]
- (3)** "We need YOU to donate NOW. It's easy! You can make a secure donation at WSLR.org or you can call our office at (941) 894-6469. I'll be back in a few minutes and I hope I'll be able to thank you for your support!"

Questions to think about when writing your donation appeal breaks?

- How does WSLR+Fogartyville 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 Radio?
- 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?
- What's our Mission?
- What's our Vision?

2021 Membership Drive Target List

Name	Contacted - Phone/Email	Amount of Donation