




# Fall Membership Drive 2022

**Wednesday, October 19th -  
Tuesday, October 25th**



# Introductions


## SHARE....

1. Name / Pronouns
  2. WSLR Program / Length of time on air
  3. Your connection to the 'music', 'politics', etc.
  4. Your WSLR Origin Story
- 



# Mission Statement

**WSLR+Fogartyville** is a center for creative expression and community engagement that amplifies the voices of our diverse community, and promotes peace, sustainability, democracy, and economic and social justice.





# Core Values

**Community**

**Openness**

**Creativity**

**Standard of Excellence**

**Commitment to Justice**



A decorative illustration on the left side of the slide. It features a large, stylized olive-green leaf with a dark brown stem and veins. To its right is a smaller branch with several small, round, orange berries. Below the green leaf is a single, brown, pointed leaf with dark brown veins.

# **Overall Membership Drive Goal**

**\$50,000**



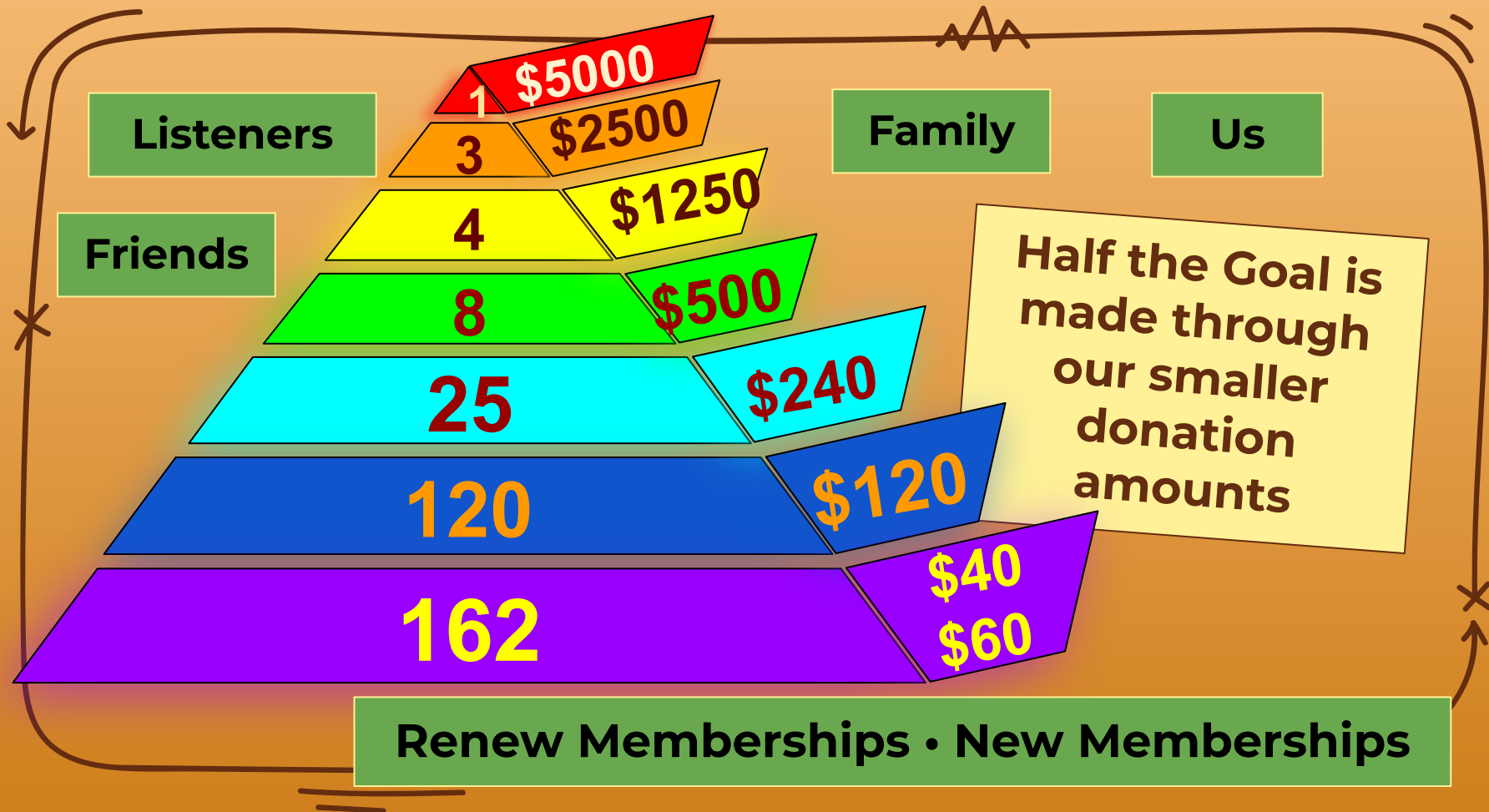
**Minimum Show Goal: \$500**

**42 live shows - \$21,000**



# How do we get there?

1. **Memberships**
  2. **Underwriting**
  3. **Day Sponsorships**
  4. **Bricks**
  5. **Special ‘Thank You’ Gifts**
- 





# Underwriting

**Business and Non-Profits can support WSLR  
and underwrite our Programming and  
receive On-air Acknowledgements**





**\$75**

# **Day Sponsorships**



**Personalized message that's aired  
6 times on ONE DAY**

**Celebrates or Honors friends, family or colleagues**

**Examples include Birthdays, Anniversary, Years of  
Service**

## Examples

Programming on WSLR is made possible by...

John Smith, wishing his wife, Mary, a very happy birthday

Sarasota Animal Rescue League, honoring founder John Doe as he celebrates his 100th birthday and 36,500 revolutions around the sun

Chris Brown, wishing listeners a Happy Fall and thanking WSLR for their diverse music programming

# Bricks Are Still Available

## 4"x8" Brick - \$125

- 3 lines of engraved text



## 8" x 8" Brick - \$250

- 6 lines of engraved text



# Engraved Patio Bench



**\$2500**



## Show t-shirts



- Restaurant Gift Certificates
- Theater Tickets
- CDs

# Legacy Gifts

Making a legacy gift in your will or trust is one of the easiest ways to leave a legacy that will benefit WSLR+Fogartyville.

The IRA charitable rollover allows taxpayers to make tax-free charitable gifts directly from their Individual Retirement Accounts to eligible charities, including colleges, universities and independent schools.

<https://wslr.org/leave-a-legacy/>



# Brainstorming...


**Outreach, promotion, and  
fundraising ideas...**







# Connecting with Listeners

- 1) Show email
  - 2) Text line
  - 3) Take requests
  - 4) Social media
  - 5) Share information on local events
- 



**Do you alternate weeks with another *local* show?**

**BOTH Shows need to be represented for the Drive Show**

- Extra shift
- Friend to help out during you time slot (answer phones, do social media, address thank you cards, etc)

# Your Drive Show Timeline

**Sept 28 - Oct. 19**

**Oct. 19 - 25**

**FUN Drive Week!**

Put **1 announcement per hour** into your show about the upcoming Drive!

Plan any **Special Content** or **Thank You Gifts** for your show

Identify your **Target Folks**

**Plan 4 announcements per hour** for your Drive Show!

**Ask** friends and family to tune in and support.

Invite friends to **LIKE** our **Facebook page**

**Prepare your appeals!**

**Finalize Your Appeals!!**


Send **email** to target folks

**Promote** on Social Media

**Present your Membership Drive Show**, live or pre-recorded.



# Promotion

- **Postcard mailer will go out to all donors/event attendees**
  - **E-newsletters, social media and website**
- 



- ✗ Insert **one announcement per hour** into your show to let people know about the Fall Membership Drive
- ✗ Identify **10 or more individuals** to ask for support.
- ✗ Ask **one local business** about underwriting.
- ✗ Plan any **Special Content** or **Thank You Gifts** for your show
- ✗ Ask someone for a **Day Sponsorship**

**Starting in October...**

- X** Ask **friends and family** for support.
  - X** Plan or Send an email a few days before your show!
- X** **Prepare** your Show and ***Prepare your Appeals***. Make them **Personal!**
- X** **Promote** the Membership Drive on your show & social media.

**Oct. 19th - 25th**



**Smile and Have Fun  
during your show!**

- ✗ Record a short **Facebook Live** video to promote your Membership Drive Show.
- ✗ Talk about **what listeners will hear** in the next hour if they tune in
- ✗ Talk about **your commitment** to community radio
- ✗ Why do **you** give your time?
- ✗ Why do **you** financially support?

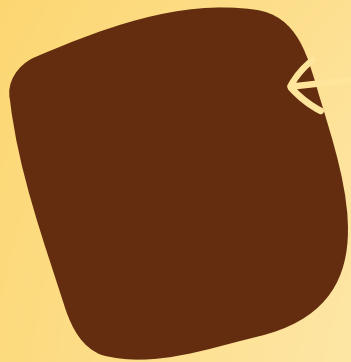
**Connect with Listeners!**

**Drive Week!**

# Logistics at the Station

- If a show is live, we will have someone at the station answering phone calls
- **941-894-6469**
- Direct people to **WSLR.org**.
- **Personalize Thank You notes.**





# **Programmer Talking Points**

**Carving out a space  
for community**

**Emailed to  
you**

**On the “For  
Programmer”  
website page**

*Sarasota's Own Community Radio*



LOCAL • NEWS • MUSIC • EVENTS

+Fogartyville  
community media & arts center

## ADVOCATE KIT USE AND INSTRUCTIONS

### FALL MEMBERSHIP DRIVE

Wednesday, October 26- 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



# Elements of an Effective Drive

- **Prepare**
- Connect to Listener
- Use **“YOU”**
- **Inform** listener **How to Donate**
- **Suggest a donation amount**
- Close each Break with a **Call to Action**



# What we know about GIVING?

**People give because they like the programming and want it to continue**

**They don't give because they think someone else will pay for it.**  
(dispell the myth that we are funded by the Feds)



# Good Programming = Good Fundraising

- **Book great guests**
- **Play familiar favorites**
- **Stick to the normal parameters of your show**
- **Start your show on time**
- **Adding variety commands more attention**



# Value-based appeals

**Compare the cost of a membership in WSLR against the price of stuff people use every day.**

**A \$75 pledge breaks down to just \$6.25/month.**



# Focusing your MESSAGE

**“WE NEED” is NOT a part of your vocabulary.**

**Focus on compelling ideas & opportunities...**

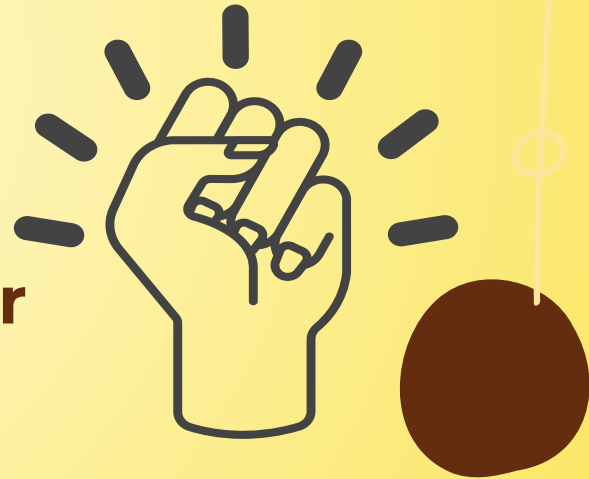
**20 second start**

**Say Thank You (read notes from donors)**



# Things to AVOID

- **Whining, Begging**
- **Don't apologize**
- **Don't say you'd rather not have to ask for support**
- **Don't say WSLR will go off the air**





“If you don’t ask,  
you don’t get”.

- Stevie Wonder



# Structuring Your Appeal

## Step 1: Opening

Open with the station's phone number and website link, and transition into your appeal.

941.894.6469

WSLR.org

## Step 2: Appeal

Present an appeal based on what **WSLR+Fogartyville** does for you and your community! Music, information, community space, and so much more.

WHY????

## Step 3: Closing

Repeat the phone number and website link, and use a **call to action** to promote donations.

WSLR.org

941.894.6469



**Mission ! Core Values !**

**MUSIC!**

**Welcome New On Air Listeners!**

**Local news & information**

**Welcome New Streaming Listeners!**

**Fogartyville events**

**Welcome Back Former Members!**

**Tribe! Monthly, Ongoing  
So Helpful!**

**Living Our Mission in the  
Community**



**General Membership  
Meeting**  
Monday, October 17, 6pm

**Patio Open  
House  
October 16  
4-9pm**





# Fall Issue

## Fostering Community Dialogue and Participation **CRITICAL TIMES**

VOLUME 19 ISSUE 1

SARASOTA FL, OCTOBER-DECEMBER 2021

FREE

### Chaos at Local School Board

ANALYSIS BY CAROL LERNER

On August 9th, the local chapter of Sarasota Moms for Liberty met to go over last-minute details for their plan to challenge the universal mask mandate on the first day of its enforcement in Sarasota schools. About 65 people attended the virtual meeting, which was recorded and later shared on Facebook. Early in the meeting, the leaders of the local Sarasota chapter of Moms for Liberty, Alexis Spiegelman and Melissa Bakondy, stated that their protests weren't really about masks. "This is not about masks, this is not about whether we agree about Dr. Fauci, this is about our freedom," said Spiegelman. Throughout the meeting, the two leaders put their planned actions in the context of "liberty, freedom, choice and parental rights."

The plan was to have students enter school wearing masks, but then take off their masks at 10am and film the subsequent results. Children would be given instructions to say "I have a right to an education, you are taking my right to an education away. I have a right to breathe fresh air...you are discriminating against me because I refuse to wear a mask. Why are you segregating me? My parents have told me not to wear a mask."

Participants were told to document everything and file incident reports. Apparently, there was



Members of Moms for Liberty protest outside the Sarasota County School Board

overwhelm the system," was her answer. At an earlier point, she said the campaign will "create chaos" in the schools.

The Sarasota Moms for Liberty group and their allies have definitely been doing that - creating mayhem at recent school board meetings. They refuse to accept the Board's rules on public participation which excludes personal attacks. If

Moms for Liberty was incorporated in Florida last December by two former and one current school board member. Two of the three founding members, Tina Descovitch from Brevard County and Bridget Ziegler from Sarasota County, were founding members and former presidents of the Coalition of School Board Members, an organization established in 2014 to push for

# Links to Resources

[WSLR.org/for-programmers](https://www.wslr.org/for-programmers)

Lots of links and helpful information

## Advocate Kit

- This PDF is **FULL of information you need** for the Fall Membership Drive.
- Link can be found on the
  - For Programmer website page,
  - Will be emailed to you, and
  - will be linked in the weekly programmer newsletter

