

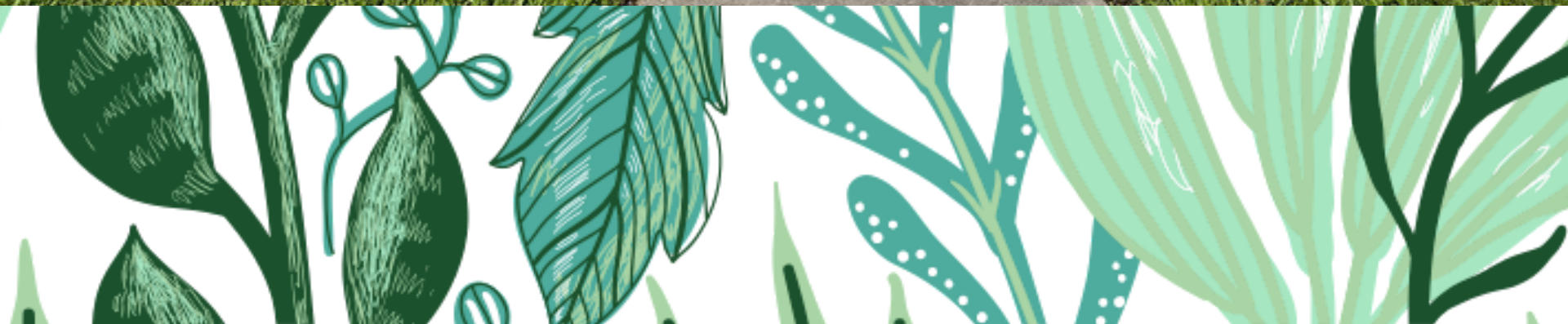


WSLR LP 96.5 FM

GROWING THE GRASSROOTS!

2023 SPRING FUND DRIVE





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

LET'S GET STARTED

PURPOSE FOR THIS TRAINING

- UNDERSTAND THE TARGET GOALS
- INTRODUCE EVERGREEN MEMBERSHIP
- REVIEW NEW PROGRAMMER
UNDERWRITING PACKET
- PLAN OUT YOUR TIMELINE
- BUILD YOUR TARGET LIST
- REVIEW ADVOCACY KIT





WHAT ARE OUR

OUR GOALS...



OUR MISSION

WSLR & FOGARTYVILLE

is a center for creative expression and community engagement which amplifies the voices of our diverse community and promotes peace, sustainability, democracy, and social and economic justice



OUR VISION

STATEMENT

Ensuring a just,
inclusive
community through
media and arts.





**OVERALL MEMBERSHIP
DRIVE FINANCIAL GOAL:**

\$50,000

**MINIMUM SHOW
GOAL:** **\$500**

**61 Live
Shows -
\$30,500**



We can do it together!

Let our community know....

TRIBE MEMBERS
WILL NOW BE KNOWN AS
EVERGREEN MEMBERS





We would like to

INCREASE OUR

EVERGREEN

MEMBERSHIPS

BY 50 PEOPLE





**WE COULD DO THAT IF
EVERY SHOW
BRINGS IN ONE NEW
EVERGREEN MEMBER**



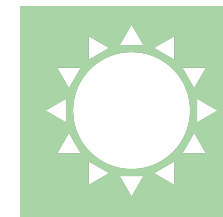
HOW DO WE GET THERE?



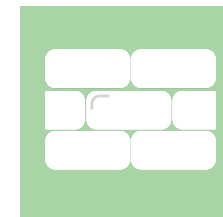
MEMBERSHIPS



UNDERWRITING



DAY SPONSORSHIPS



BRICKS & BENCHES



SPECIAL "THANK YOU" GIFTS



LEGACY GIFTS

Member Levels and Benefits



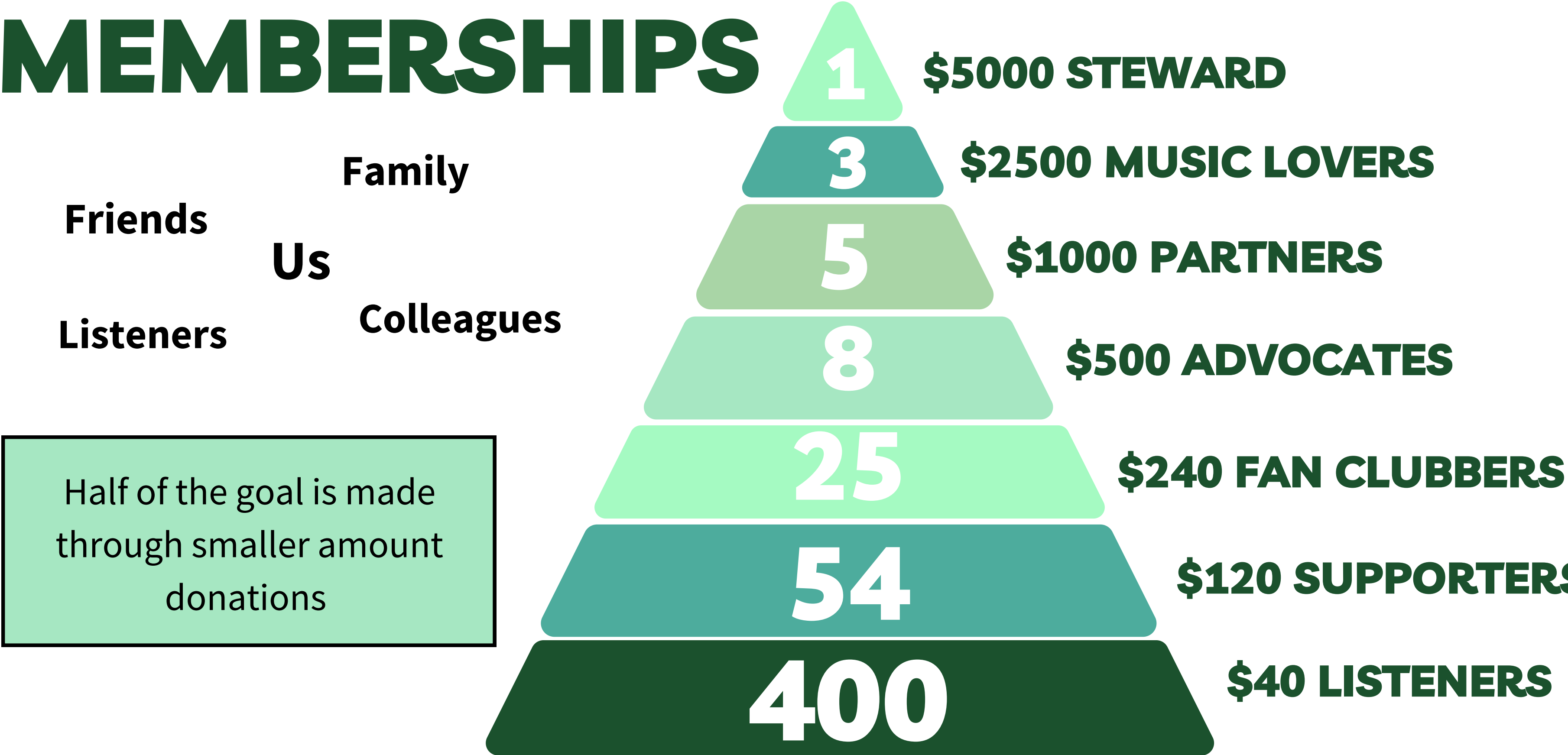
Our radio programming, live concerts, art and educational events inspire creativity, fellowship and engagement – all made possible through your membership support.

All Members Receive:

- Member Pricing on WSLR+Fogartyville events
- E-newsletter notification of upcoming events
- Eligibility to become a WSLR programmer

Contribution Amount		Member Pricing on WSLR+Fogartyville Event Tickets (# per event)	Free Admission to WSLR+Fogartyville Events (valued up to \$25/ticket, 2 tickets/show max.)	WSLR+Fogartyville Support Sticker	Personalized Brick in the WSLR People's Patio	Private Party at Fogartyville up to 100 people with live music and coffee, tea and soft drinks
Student	\$15	1				
Listener	\$40	1				
Friend	\$60	2				
Radio Activist	\$96.50	2	1			
Supporter	\$120	4	2			
Fan Club	\$240	6	4			
Advocate	\$500	8	12			
Partner	\$1,000	All	24			
Music Lover	\$2,500	All	All		4"x8"	
Steward	\$5,000	All	All		8"x8"	

WHAT WILL IT TAKE TO MEET THE GOAL?



UNDERWRITING

NEW PROGRAM UNDERWRITING PACKET TO TAKE TO POTENTIAL LOCAL BUSINESS SUPPORTERS

BECOME A PROGRAM SUPPORTER **96.5 WSLR**

The Program Supporter Package offers the ability to support a **favorite show** on WSLR or to **target an audience segment** that may be in alignment with your specific offerings. These packages are designed as quarterly sponsorships, however, the length of the term can be adjusted to fit your organization's needs.

Weekly Program Supporter

Quarterly Program Underwriting - 13 Announcements
Tile ad on Program's web page (200 x 200px)*
*Underwriter to supply graphic

Business	Non-Profit
\$195	\$156
\$100	\$80
--- \$295	--- \$236

Annual Program Supporter **For the whole year!**


Full Year Program Underwriting
52 Announcements
Tile ad on Program's web page (200 x 200px)*
*Underwriter to supply graphic

Business	Non-Profit
\$725	\$580

WSLR can help customize sponsorship and underwriting packages to fit your organization's needs. for more information contact our Underwriting Manager at info@wslr.org or by calling (941) 894-6469.

WSLR 96.5 FM
SARASOTA'S COMMUNITY RADIO
WSLR.ORG

Scan QR CODE to become an underwriter

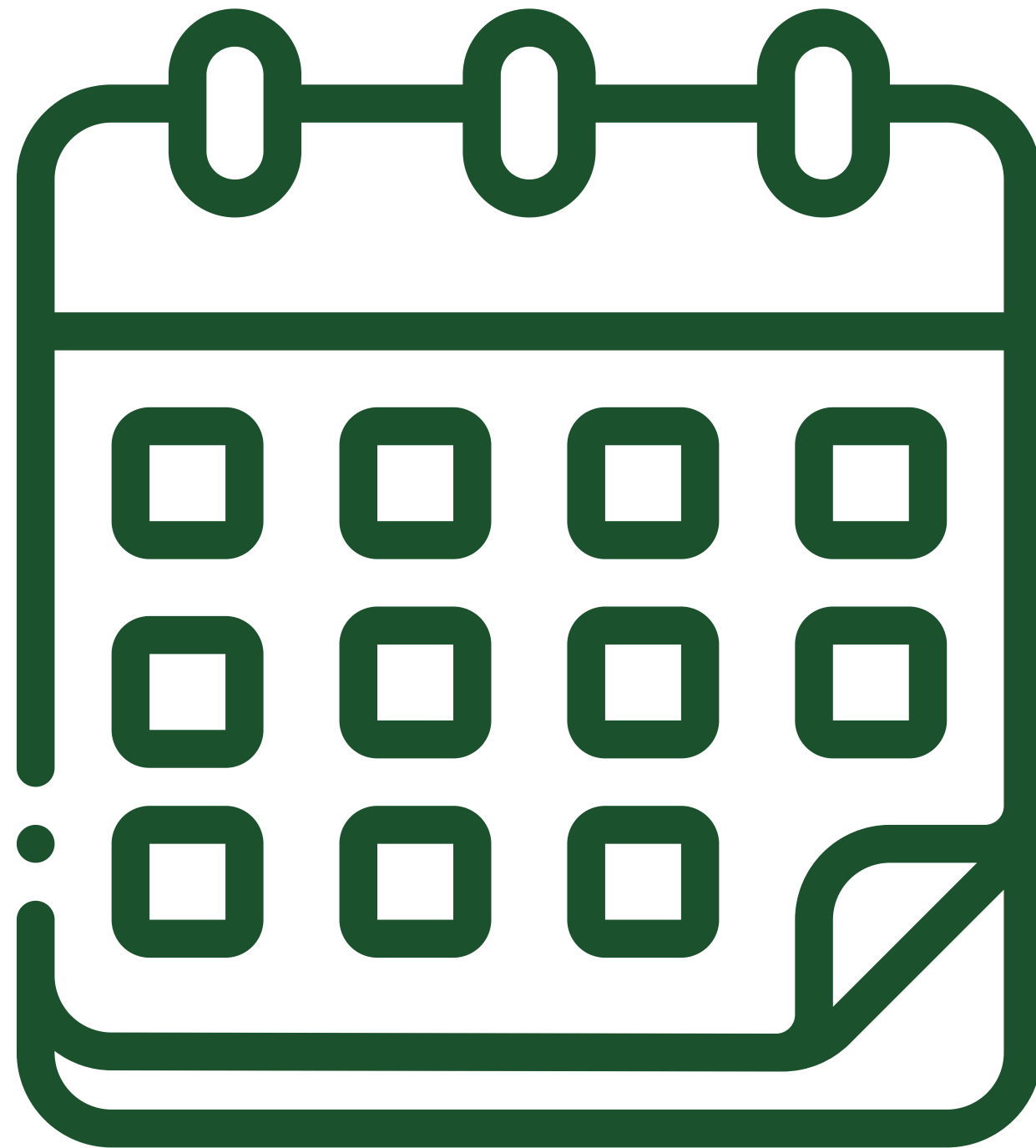


Business and Non-Profits can support WSLR and underwrite your show and receive on-air acknowledgements!

What local haunts do you frequent that would like to support your show??

**ONE UNDERWRITER COULD GET
YOU TO YOUR GOAL!**

DAY SPONSORSHIPS



\$75

Personalized message
that's aired
6 times on
ONE DAY

**CELEBRATES OR HONORS FRIENDS,
FAMILY OR COLLEAGUES**

**EXAMPLES INCLUDE BIRTHDAYS,
ANNIVERSARY, YEARS OF**

EXAMPLES

PROGRAMMING ON WSLR IS MADE POSSIBLE BY...



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



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



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





GET A BRICK IN THE PEOPLE'S PATIO

4" X 8"
BRICK - \$125

3 lines of engraved text

8" X 8"
BRICK - \$250

6 lines of engraved text

BUY A BENCH

ENGRAVED PATIO BENCH

\$2500



A new way to support further enhancements to our outdoor space and to have your name enshrined for all to see!

SPECIAL "THANK YOU" GIFTS

Gifts for this fund drive will be an incentive for first-time donors who become EVERGREEN MEMBERS or those who increase their monthly EVERGREEN pledge.

T-SHIRTS FOR YOUR SHOW

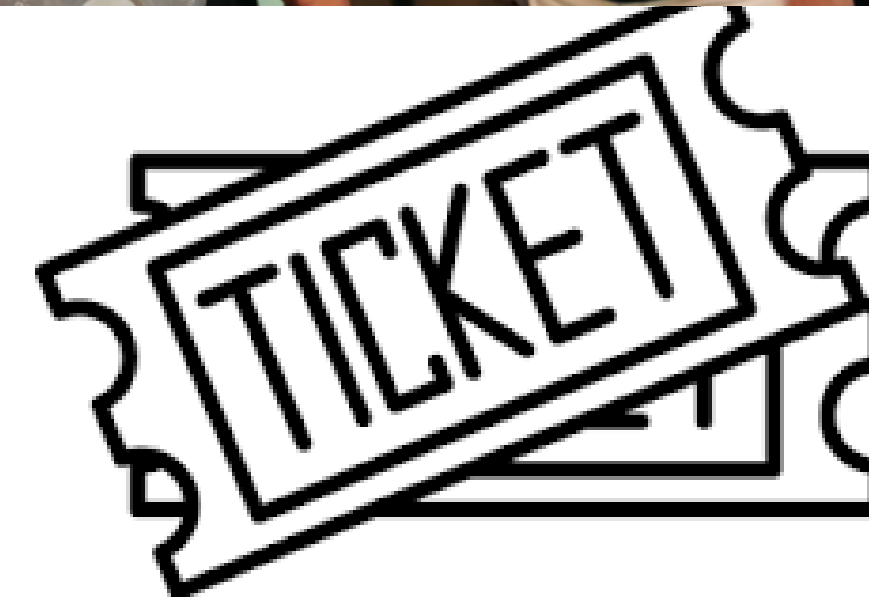
Print t-shirts for your show as gifts for your donors! You will build awareness and your fans will love them.

THEATRE OR SHOW TICKETS

Reach out your favorite performing arts establishments and see if they would like to contribute some passes!

LOCAL RESTAURANT GIFT

Ask your favorite restauranteurs to donate a gift certificate to support your show



LEGACY GIFTS

DO YOU HAVE WSLR+FOGARTYVILLE IN YOUR WILL?

This community has a huge impact on your life. Help keep community radio going as your legacy!



66

99

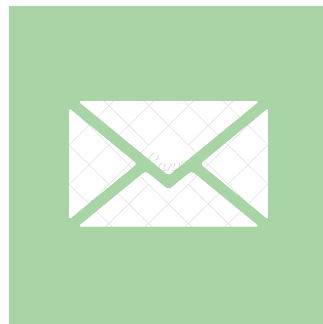




**TO GROW THE
GRASSROOTS ...**

**LET'S BUILD
MOMENTUM**

PROMOTION FROM THE STATION



Postcard mailer will go out to all donors/event attendees



E-newsletters, social media and website



OUTREACH TRAINING OVER ZOOM

*HIGHLY ENCOURAGED for new programmers
and those who did not meet their Fall Goal.*

**Tuesday Apr. 11th -
6pm**

Cultivating your audience

Communicating
effectively on Social
Media



Bring friends and introduce them to the station!

PARTY ON THE PATIO

FUND DRIVE KICK OFF

APRIL 22ND

**STUDIO TOURS! MUSIC! GIVEAWAYS FOR NEW
MEMBERS**

PARTY ON THE PATIO

FUND DRIVE KICK OFF

April 22nd

Earth Day Festival ft. The
Garbage Men 4-7 pm

BIG NIGHT OUT - Free
show for members 8-10
pm

Vendors, workshops, food,
games, & more



Fogartyville Community
Media & Arts Center
525 Kumquat Ct., Sarasota





Do you alternate weeks with another local show?

BOTH Shows need to be represented for the Drive Show

FUND DRIVE WEEK

HOW WILL YOU PLAY YOUR PART?

- **DO YOUR SHOW LIVE!**
- **EXTRA SHIFT**
- **CALL AND TEXT
YOUR SUPPORTERS**
- **BRING A FRIEND TO
HELP**

YOUR DRIVE SHOW TIMELINE

APR 12-18

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

Find and **underwriter** for your show

APR 19-25

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!

FUND DRIVE WEEK

Finalize Your Appeals!!

Send email to target folks

Promote on Social Media

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

STARTING IN APRIL...

- Insert **one announcement per hour** into your show to let people know about the Spring 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**







APRIL 2023

SUN	MON	TUE	WED	THU	FRI	SAT
						¹ TODAY
²	³	⁴	⁵	⁶	⁷	⁸
⁹	¹⁰	¹¹ 	¹²	¹³	¹⁴	¹⁵
¹⁶	¹⁷	¹⁸	¹⁹	²⁰	²¹	²²
²³	²⁴	²⁵	²⁶	²⁷	²⁸	²⁹
³⁰						

HOW TO GET TO YOUR GOAL...

APRIL 5TH - 11TH

- Get a local business to underwrite your show

- Ask around for Thank-You Gifts

- Identify your targets
- Join the Zoom Outreach Training on 4/11 at 6pm
- Invite friends to the Party on the Patio 4/22

HOW TO GET TO YOUR GOAL...

APRIL 12TH - 18TH

APRIL 2023						
SUN	MON	TUE	WED	THU	FRI	SAT
						¹ TODAY
²	³	⁴	⁵	⁶	⁷	⁸
⁹	¹⁰	¹¹	¹²	¹³	¹⁴	¹⁵
¹⁶	¹⁷	¹⁸	¹⁹	²⁰	²¹	²²
²³	²⁴	²⁵	²⁶	²⁷	²⁸	²⁹
³⁰						

- Find special guests to join you for your fund drive show
- Prepare your Appeals. Make them Personal
- Ask a friend if they would do a day sponsorship
- Remind Friends and Family about the Party on the Patio 4/22!

HOW TO GET TO YOUR GOAL...

APRIL 19TH - 25TH

APRIL 2023						
SUN	MON	TUE	WED	THU	FRI	SAT
						¹ TODAY
²	³	⁴	⁵	⁶	⁷	⁸
⁹	¹⁰	¹¹	¹²	¹³	¹⁴	¹⁵
¹⁶	¹⁷	¹⁸	¹⁹	²⁰	²¹	²²
²³	²⁴	²⁵	²⁶	²⁷	²⁸	²⁹
³⁰						

- Plan or Send an email a few days before your show!
- Bring your friends and family to join us for the party on the Patio 4/22!!!
- Prepare your Show and finalize your Appeals. Make them Personal!
- Promote the Membership Drive on your show & social media.

SMILE AND
HAVE FUN!

FUND DRIVE WEEK!

APRIL 26TH - MAY 2ND

APRIL 2023						
SUN	MON	TUE	WED	THU	FRI	SAT
						¹ TODAY
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

- Send out an email reminder to your list
- Record a short Facebook Live video to promote your Membership Drive Show.
- Talk about **your commitment** to community radio - Why do **you** give your time AND why do **you** financially support?
- Call and text your contacts during your show
- Message your Facebook friends directly

Connect with
Listeners!

 2023 SPRING FUND DRIVE

**LET'S BUILD
OUR
COMMUNITY,
HAVE FUN,
AND GROW
THE
GRASSROOTS!**

