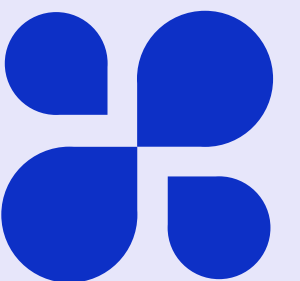




Listen Local! Act Local!

2023 Fall Membership Drive

October 4 - October 10th



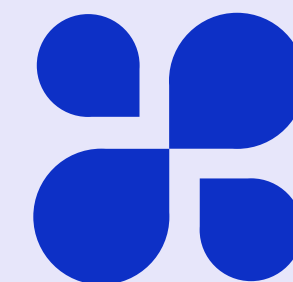


Introduce yourself

Name / Pronouns

Your Program / Time on air

Your WSLR Origin Story





What will we learn in this training?



**Understand
goals**



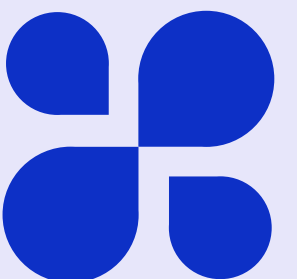
**Review
the
ways to
raise
funds**



**Go over
the
Timeline**

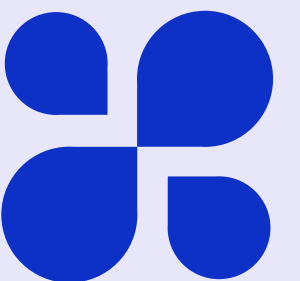


**Answer
any
Questions**





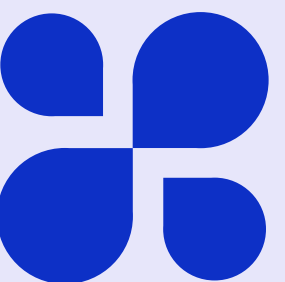
**WHAT ARE OUR
GOALS...**





Our Mission

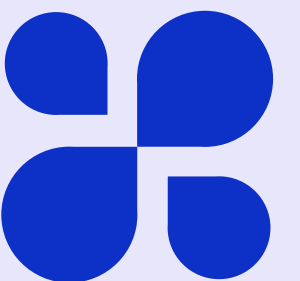
WSLR & FOGARTYVILLE is a center for creative expression and community engagement which amplifies the voices of our diverse community and promotes peace, sustainability, democracy, and social and economic justice



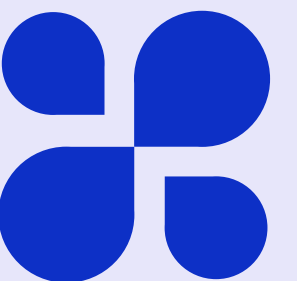


Our Vision Statement

Ensuring a just, inclusive community through media and arts.



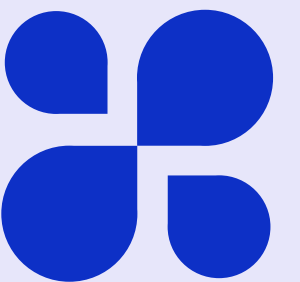
The Drive's Goal: **BUILDING COMMUNITY**



The Drive's Financial Goal:



\$55,000



WHAT'S YOUR PROGRAM GOAL FOR THE FALL DRIVE?





\$500

(\$500 X 65 Shows = \$32,500)

That's over halfway to the goal!



Sustaining Membership Goal:
50 new evergreenies



WHAT WILL IT TAKE TO MEET THE GOAL?



Member Levels and Benefits



Sarasota's Own Community Radio



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"	🔊

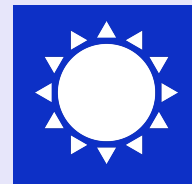
Lots of ways to get there!



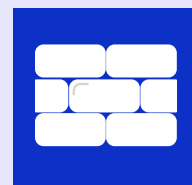
Evergreen Memberships



Underwriting



Day



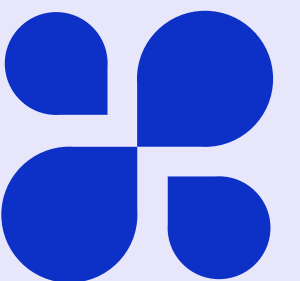
**Sponsorships
Bricks & Benches**



**Special "Thank
you" Gifts**



Legacy Gifts



Sarasota's Own Community Radio
LPFM

96.5 WSLR


LOCAL • NEWS • MUSIC • EVENTS

+Fogartyville
community media & arts center

ADVOCATE KIT USE AND INSTRUCTIONS

FALL MEMBERSHIP DRIVE
Wednesday, October 4 - Tuesday, October 10

MEMBERSHIP DRIVE TRAINING
Saturday, September 9th, 10am-12pm ☒
In-person at Fogartyville



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:

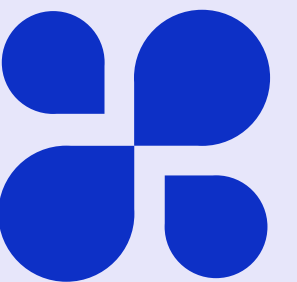
- Use to record donations for yourself, friends or family in advance of the Membership Drive. If you are doing your Membership Drive show live, bring the donations to the station when you come in to do your show. If you are recording remotely, you can thank these donors during the course of your show 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 5 times per hour** with an **appeal for support**. If you have a half-hour show - please do at least three pledge breaks (beginning, middle and end).
- **Give out the phone number and web address frequently** - every time you come on the air.
- **Begin your Appeal Break with the phone number and website address and end with them too!**

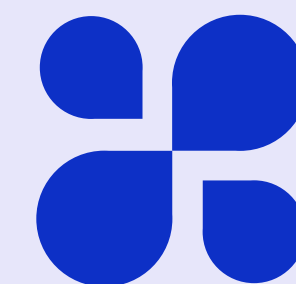
1

Craft your Appeals!





IF EVERY SHOW CAN BRING IN 1 NEW
EVERGREEN MEMEBER WE EXCEED OUR GOAL



UNDERWRITING

PROGRAM UNDERWRITING PACKET TO TAKE
TO POTENTIAL LOCAL BUSINESS SUPPORTERS

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

ONE UNDERWRITER COULD
GET YOU TO YOUR GOAL!

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.

	Business	Non-Profit
Weekly Program Supporter	\$195	\$156
Quarterly Program Underwriting - 13 Announcements	\$100	\$80
Tile ad on Program's web page (200 x 200px)*	\$295	\$236



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

	Business	Non-Profit
Full Year Program Underwriting		
52 Announcements		
Tile ad on Program's web page (200 x 200px)*		
*Underwriter to supply graphic		
Business	\$725	
Non-Profit		\$580

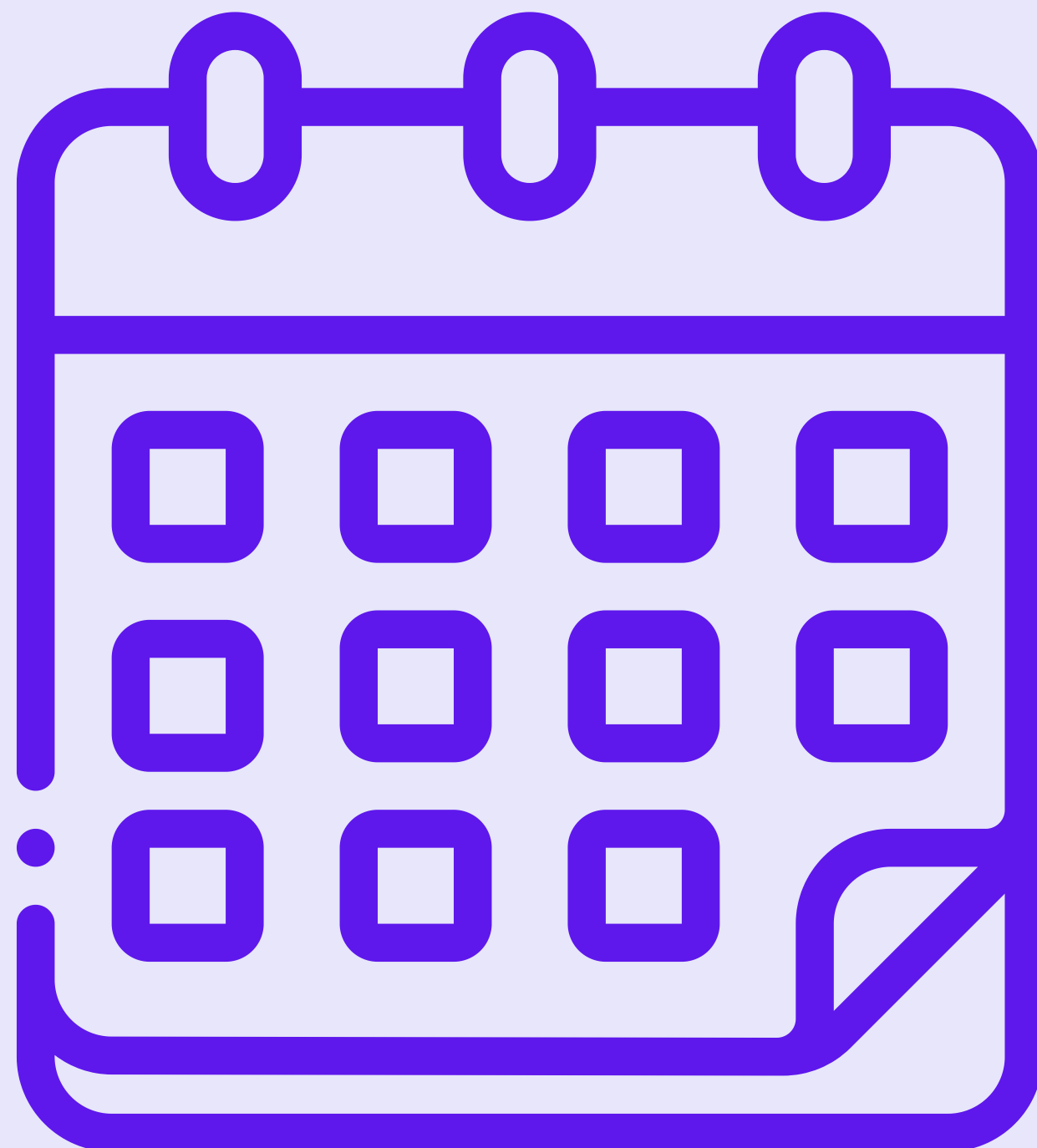
WSLR can help customize sponsorship and underwriting packages to fit your organization's needs. for more information contact our Underwriting Manager at info@wslr.org or by calling (941) 894-6469.

WSLR 96.5 FM
SARASOTA'S COMMUNITY RADIO
WSLR.ORG

Scan QR CODE to become an underwriter



DAY SPONSORSHIPS

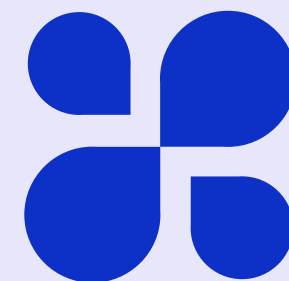


\$75

Personalized
message that's aired
6 times on
ONE DAY

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

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

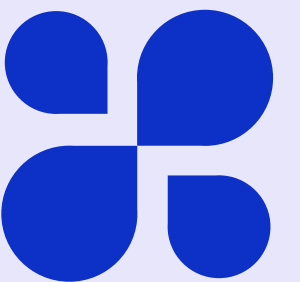




GET A BRICK IN THE PEOPLE'S PATIO

4" X 8" BRICK - \$125

8" X 8" BRICK - \$250



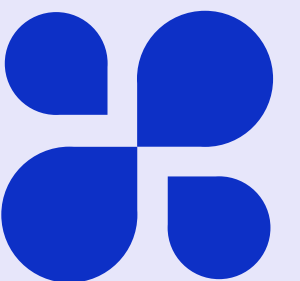
BUY A BENCH

ENGRAVED PATIO BENCH

\$2500



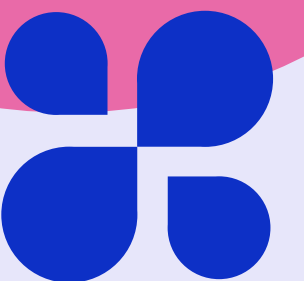
A new way to support further enhancements to our outdoor space and to have your name enshrined for all to see!



INCENTIVIZE SPECIAL "THANK YOU" GIFTS

Think outside the box to get your listeners excited to give
with personalized rewards

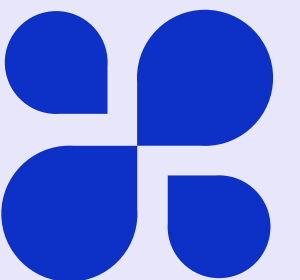
T-SHIRTS
GET TICKETS OR
GIFT
CERTIFICATE
DONATIONS
CD'S OR RECORDS
TOTE BAGS
BUTTONS
STICKERS
CONCERT



LEGACY GIFTS

**DO YOU HAVE WSLR+FOGARTYVILLE
IN YOUR WILL?**

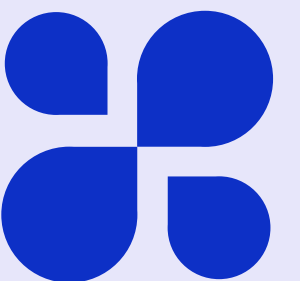
This community has a huge impact on your life. Help keep community radio going as your legacy!



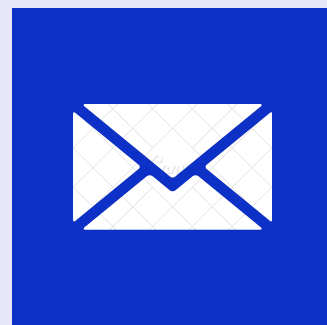


*Listen Local! Act Local!
and*

Build Momentum



PROMOTION FROM THE WSLR STAFF



Postcard mailer

E-newsletters Campaign

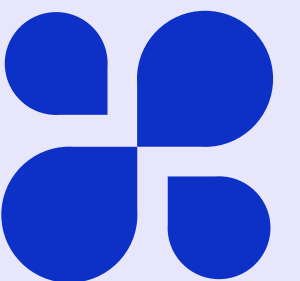
Social Media



Website

Fall Festival

Donor Outreach



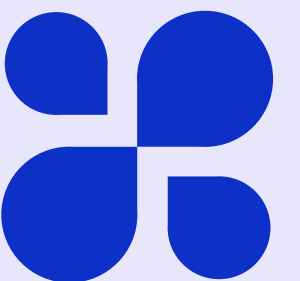
*Get everyone you know to come out to
Fogartyville for our*

Free Fall Festival

and Membership Drive Kickoff

September 24th 6-10pm

Live Music - Record Sale - Food - Photo Booth - Studio Tours



Expectations for DRIVE WEEK

DO YOUR SHOW LIVE!

SIGN UP FOR AN EXTRA ON-AIR SHIFT

CALL, TEXT, AND EMAIL
YOUR SUPPORTERS

ASK ONE PERSON TO COME
IN A VOLUNTEER TO ANSWER
CALLS



Bi-Weekly
shows will join
together to
pitch on the
DRIVE WEEK

(EVEN IF IT'S NOT
YOUR WEEK!)

Your DRIVE Timeline



Make your show Membership drive special!

BOOK A SPECIAL GUESTS

TALK ABOUT YOUR
COMMITMENT TO
COMMUNITY RADIO

RECORD
LISTENER
TESTIMONIALS

HAVE FUN
WITH YOUR
CO-HOST



APPEAL EXPECTATIONS

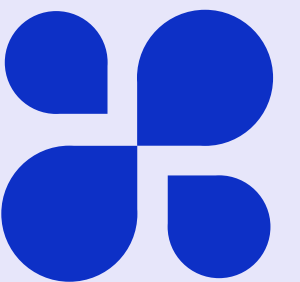
INCLUDE 5 APPEALS PER HOUR
DURING YOUR PROGRAM



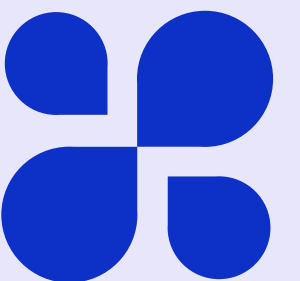
GIVE OUT THE PHONE NUMBER AND WEBSITE EVERY TIME

MAKE IT PERSONAL - CONNECT TO LISTENERS BY TELLING
LISTENERS HOW COMMUNITY RADIO IMPACTS YOUR LIFE

**Help us reach
out to
restuarants
for food
donations!**



**Question
Time...**



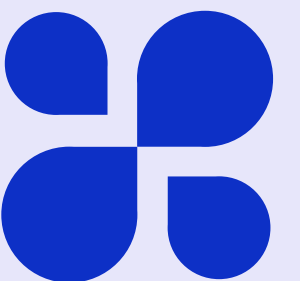
COMING SOON

Hispanic Heritage Month Minutes

Sept 15 - Oct 15

Weekdays - 9am, 2pm, 9pm

Weekend - 9am, 1pm, 9pm





Let's build our community!

Listen Local! Act Local!

2023 Fall Membership Drive

October 4 - October 10

