



FALL MEMBERSHIP DRIVE

Wednesday, October 4 – Tuesday, October 10

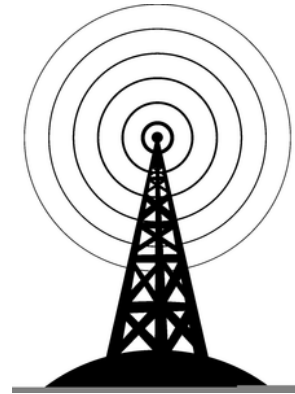
MEMBERSHIP DRIVE TRAINING

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!**

Membership Drive Logistics and Talking Points

Date: **Wednesday, October 4 – Tuesday, October 10**

Theme: **LISTEN LOCAL! ACT LOCAL!**

[Donate at WSLR.org](https://www.wslr.org)

GOAL: \$55,000

We'd like everyone to do their show **LIVE** from the studio the week of the Membership Drive and we'd like everyone to have a co-host, so that you have another person on-air with you to talk about the organization and help with fund drive appeals. There will also be a staff person at the station from 7am-10pm during the Membership Drive **IF** there is live programming on the air. Staff will be taking donation calls on the office number (**941-894-6469**), so you can have guests call in on the studio phone line - **941-954-8636**. **Please encourage people to use the website to donate - [WSLR.org](https://www.wslr.org)**

It is always good to think about how you can involve community members in your show. Can you incorporate a short interview into your program (it could be pre-recorded if you're leary about doing it live); Have a show supporter record an appeal for your show saying what they appreciate about your program. 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!** - but you don't want to sound like you're reading them. Just prepare so that you can speak confidently and know where you are going with each break)
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](https://www.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](https://www.wslr.org)) to donate. Pick **ONE talking point per Appeal** to share with the listeners why WSLR+Fogartyville matters.
5. **Suggest an amount.** \$40 is our basic annual membership fee; Help us Grow the Grassroots by becoming a sustaining donor for as little as \$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 Memberships.**
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](https://www.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.**

WSLR+Fogartyville Theme and Talking Points

THEME: LISTEN LOCAL! ACT LOCAL!

WSLR is your local radio station. You can tune in to over 85 hours of locally-produced programming every week. Programming created by the community, for the community. We think that's pretty important in a world that can at times feel more and more disconnected. WSLR helps connect you to the community!

You can pick up the phone and talk to the person on the air, make a request, ask a question - or even go on the air yourself to share music you love or an important local issue you're concerned about.

WSLR creates a sense of community, reflecting the unique culture and values of our area that help to make Sarasota special. WSLR is also active in community events, sponsorships and other charitable causes.

Our mission is all about encouraging creative expression and community engagement - so we want you to **LISTEN**, but we also want you to **GET INVOLVED!** How can you lend your talents to strengthen our community? And it doesn't have to be with WSLR - but WSLR can help let the community know about whatever community efforts you are engaged in. As Thom Hartmann says, "Democracy isn't a spectator sport". We need active, engaged, informed citizens to help create the future we want for our children.

NEWS

The growth of our News Department has been one of the highlights for this year. With the support of listeners we have been able to bring on a full-time News Director (in August). Johannes Werner had been hired part-time in March 2023 to replace outgoing News Coordinator Peter Gentile. He brought energy and enthusiasm to the position along with many new ideas. In just a few months we expanded our local news broadcast from 1 ½ hour show to 2 ½ hour shows and a weekly wrap-up show featuring our best stories from the week. Our social media grew by leaps and bounds and we also started a weekly e-newsletter to keep our news subscribers informed. We've updated our website to feature our latest news and are forming a grassroots news network with other independent media outlets to increase the content we can provide to our community. We'll also be launching a 'Public Newsroom' series in January to continue to engage the community in a dialogue about improving the local news ecosystem.

Internship Program

We continue to provide local students with opportunities to have a hands-on experience with community media through our internship program. This Fall, three New College students will be joining our news team for the semester and we will also have a Communications Intern working in the office.

JUSTICE through ART

We've made a commitment to continue to provide space for BIPOC and LGBTQ+ organizations to educate, create and inspire us to build a more inclusive community.

Emergency Preparedness

WSLR community radio is managed and operated by people that live in Sarasota and care about our community. WSLR is part of Florida's Emergency Alert System and we are committed to serving our community during emergencies. WSLR stayed on-the-air throughout Hurricane Ian providing updates before, during and after the storm hit Sarasota. We were also active in connecting people to area resources and letting them know how they could help our neighbors who were harder hit than we were.

Providing a Safe Space

WSLR+Fogartyville is known as a safe and welcoming space for all members of our community and our outreach to BIPOC communities and LGBTQ+ communities is an important part of our work.

Grant Funding

We were fortunate to receive significant funding from the State Department of Cultural Affairs (\$30,000) and the Sarasota Tourist Development Fund (\$42,000) to support our programming at Fogartyville this season.

PROGRAMMING

Locally-produced Music and Public Affairs Shows on WSLR

Live Music @ Fogartyville

We continue to offer a diverse line-up of music you won't hear anywhere else in a listening room atmosphere at Fogartyville. We have outstanding blues, jazz, folk, bluegrass, and latin music on the schedule for the Spring.

South Arts Film Series

We are sponsoring the Southern Tour of Independent Filmmakers for the Third year - screening six award-winning films followed by in-person discussions with the filmmakers.

Spoken Word Series

This is the third year we've hosted the Poets Unplugged Spoken Word series bringing the best local/regional spoken word artists to the stage at Fogartyville and allowing others to build their skills through the open mic.

Educational events

We continue to offer films, lectures and space for community groups to organize at Fogartyville.

Supporting other local NonProfits.

We lend our airwaves to other nonprofits doing good work in the community by giving them a platform on the radio station to share their work, offering media sponsorships to help them get the word out about upcoming events, and partnering on events at Fogartyville. A few of the organizations we've worked with this year include the Sarasota Jazz Festival, Sunshine from Darkness, the Hermitage Artist Retreat, the Fabulous Arts Foundation, the Florida Veterans for Common Sense, the ALS Foundation, Multicultural Health Institute, and Emerge Sarasota.

WSLR PROGRAMMING

WSLR programming includes all things local: music, public service announcements, and interviews with local people on a wide variety of topics. It's **grassroots radio** - **growing and flourishing, spreading seeds of thought** and information via the airwaves, and **rooting deep** and finding strength in the underground, the under-represented, linking together and exposing listeners to things never or not often heard, from great new songs to non-profit connectivity and political action.

With so much change affecting our area, our community is the solid grounding that gives us a sense of place and belonging. WSLR+Fogartyville allows us to connect to strengthen our community bonds, stay informed, and enjoy getting together to hear great music.

ENGRAVED PATIO BENCH - \$2500



A way to support further enhancements to our outdoor space. (We'd like to get new tables/chairs, fans, outdoor speakers and better lighting).

BRICK CAMPAIGN

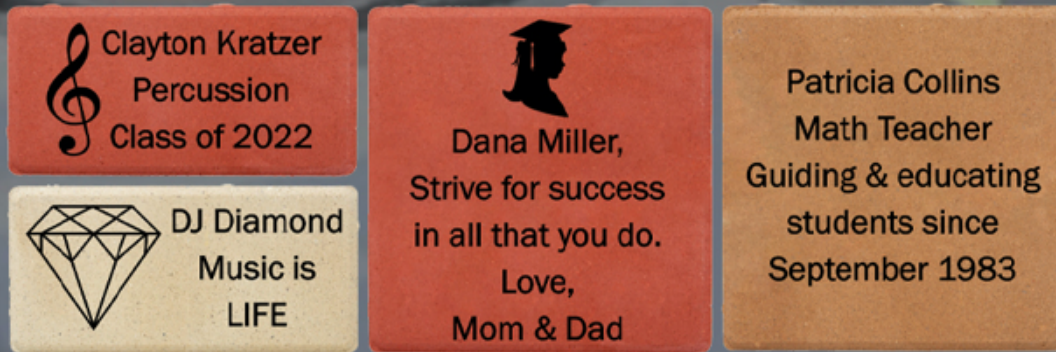
If you didn't buy a brick during our Patio Campaign, never fear - we can still incorporate new bricks into thePatio.



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.

MORE INFO ABOUT BRICK CAMPAIGN

Brick Examples



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.

ON AIR APPEALS FOR FALL MEMBERSHIP DRIVE

(Wednesday, October 4 – Tuesday, October 10)

BREAK #1: Put a Value on the Music You Love (EVERGREEN sustaining member appeal)

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. It'll also make you an **EVERGREEN member** of the station. You'll receive special offers throughout the year and be entered into a raffle drawing for a gift basket at the end of the membership drive.

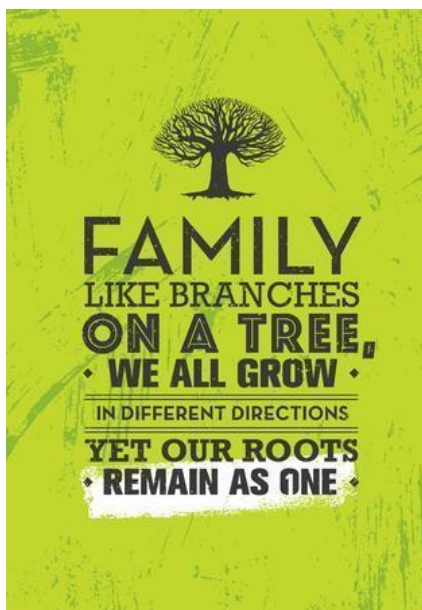
You tell us you love the variety of music you hear on WSLR. You tell us you hear music that no one else is playing, music from every culture and every time.

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: 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. To give you a space where you can always tune in and connect. 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.

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 #3: 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 renewable resource. I want to become a member of WSLR." Or if you're already a member, let us know that keeping this renewable resource is important to YOU!

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

BREAK #4: 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 #5: 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 #6: Welcome Back Former Members

- Maybe you supported WSLR 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 #7: The Importance of First Time Giving

- Based on our Nielsen ratings, we estimate that over 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 WSLR is pre-programmed on your radio dial
 - 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 #8: WSLR+Fogartyville Mission in the Community:

- WE are a center for members of the community, especially those under-represented by other media outlets, 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 #9: 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 #10 - 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.



Our music programmers are responding to current events to produce shows that educate and uplift. We need that right now. 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 #11 -EVERGREEN - Sustaining Memberships

For as little as \$5 a month YOU can become an **EVERGREEN member** of WSLR+Fogartyville. 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 credit or debit card will be billed monthly and your membership will renew automatically. You'll also receive special offers throughout the year and be entered into a raffle drawing for a gift basket at the end of the membership drive. It's the smart, convenient way to support community radio! Help us grow the grassroots by becoming an EVERGREEN member today.

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



BREAK #12 - 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.**

BREAK #13 - Support Local News

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. Show your support for our local news and public affairs programs whose hosts are working hard to keep you informed about issues affecting our community.



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

BREAK #14 - Service to 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.

» **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!

Saturday, September 9th, 10am-12pm – **Fall Membership Drive Training** at Fogartyville

WEEK OF September 13 - September 19

- Insert **one announcement per hour** into your show to let people know about the upcoming Spring 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..or a restaurant you frequent that you can approach about providing lunch/dinner for our volunteers/staff for one day of the Fund Drive (lunch for 10). We can supply a digital or print underwriting 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 September 20 - September 26

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



WEEK of September 27 - October 3

- 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 **FIVE announcements per hour** into your show to remind people that we are in our SpringMembership 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**

MEMBERSHIP DRIVE WEEK - **Wednesday, October 4 – Tuesday, October 10** WooHoo!!!!

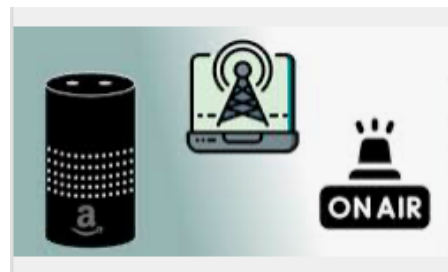
- When you come into the studio, let staff help you record a **short Facebook Live video** to promote your Membership Drive Show. Talk about what listeners will hear in the next hour (or two) if they tune in OR talk about your commitment to community radio - why you give of your time and financial support.
 - **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 4 – Tuesday, October 10**.

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. Become an EVERGREEN sustaining member for as little as \$5 a month. You'll receive special offers throughout the year and be entered into a raffle drawing for a gift basket at the end of the membership drive. Visit www.wslr.org to become a member.



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. When you tune in, there is a freshness you'll not hear elsewhere due largely to the variety of voices and connections the station has with the community. The non-commercial nature of WSLR gives us independence uncommon in media controlled by commercial or corporate interests.

Support independent media by making a donation during our Fall Membership Drive which takes place from **Wednesday, October 4 – Tuesday, October 10**. 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. Become a member and you'll receive a WSLR Bumper Sticker, discounts to great events at Fogartyville, and the satisfaction of knowing you're contributing to keep this great community resource alive and thriving. You can sign up to be a member online at WSLR.org, call the office at 941-894-6469 or come on by the station to drop off a check and say hello.

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 Spring Membership Drive taking place from **Wednesday, October 4 - Tuesday, October 10**. Donate 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: WSLR+Fogartyville - Building Community Connections!

[Salutation],



At WSLR+Fogartyville we make space for local people to gather and connect, to do things together - both serious and fun - whether on the airwaves or in person. We know that when people gather together and pursue shared interests it's not only good for their personal physical and mental health, it's also good for the well-being and strength of our community.

If you have found connection at WSLR+Fogartyville, we'd love to hear from you during our FALL Membership Drive taking place from **Wednesday, October 4 - Tuesday, October 10**. 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 News & Public Affairs

[Salutation],

We're counting down the days to WSLR+Fogartyville's Fall Membership Drive, **Wednesday, October 4 - Tuesday, October 10**. Now more than ever, we need WSLR! 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 or call the office at 941-894-6469.

Email sample script FOR the day of your show:

Subject: Today's the Day | LISTEN LOCAL - Support Sarasota's Community Radio!

[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** – an **EVERGREEN MEMBER** – 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 / #Fogartyville



- Are you a fan of _____ (enter the name of your show) and WSLR+Fogartyville? I hope so!! Mark your calendars for **October 4 – October 10** and show your support during our Fall 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 4 – October 10**! 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!)

BECOME AN EVERGREEN MEMBER

Our Membership Drive starts tomorrow. [Our Membership Drive is happening NOW!] Show your support for (*name of your show*) by becoming a WSLR+Fogartyville EVERGREEN Member. 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 lets 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:

- *Let listeners know we're on the Membership Drive; give phone number and website to donate.
- * Give listeners a reason to support WSLR+Fogartyville - build the CASE
- * End with a call to action - make the CLOSE

FIRST HOUR or ONLY HOUR

Break
#1

It's our Fall 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 Fall 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

The WSLR Membership Drive is LIVE! Call (941) 894-6469 or go online to WSLR.org to become a member and show your support for local radio. (Your Message...)

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

Break
#4

It's Day ___ of our Membership Drive and we need you to 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

SECOND HOUR

Break #1

If you tune in and enjoy locally-produced programming on WSLR, now's the time to show your support by making a membership donation. It's easy, just 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

It's time to join the WSLR Community. Call (941) 894-6469 or go online to WSLR.org to become a member. (Your Message...)

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

Break #3

Like what you're hearing? Tune in every week to WSLR? Already a member? THANKS!! If you haven't taken that step yet, there's no better time than today. Pick up your phone and call (941) 894-6469 or head to WSLR.org to become a member. (Your Message...)

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

Break #4

It's Day __ of the Membership Drive and we've raised _____. Thank you to everyone that has stepped up to show their support. We've still got a ways to go to meet our goal. Can you help? Give a call at (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 included in this Kit to help you craft a strong appeal..
- **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?

2023 Membership Drive Target List

Name	Contacted - Phone/Email	Amount of Donation