

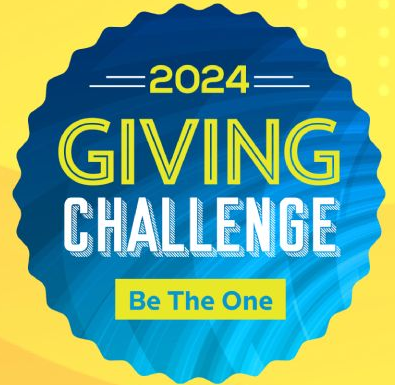
# 2024 Giving Challenge + Spring Pledge Drive Kickoff

WSLR Programmer Training

*“Be The One”*



Presented by the  
Community Foundation of Sarasota County



Presented by the  
Community Foundation of Sarasota County

# Introduce Yourself

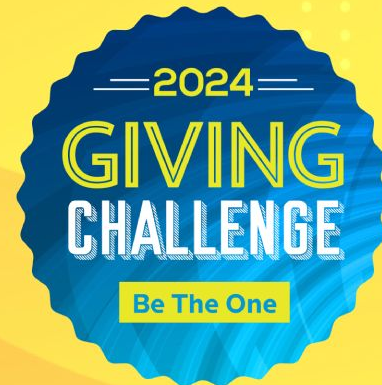
**Name / Pronouns**

**Your Program**

**How you got involved**

# Training Objectives

1. Understand the Giving Challenge and what makes this Drive Different
2. Go over Goals
3. Review the Fundraising Plan
4. Make Target List
5. Learn the Timeline
6. Answer Questions



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# The Basics

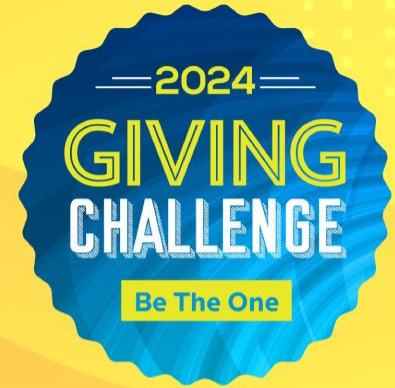
*A 24-hour online giving event that connects about 700 nonprofit organizations with passionate donors and community members to support diverse causes and create enduring impact in Sarasota, Manatee, Charlotte, and DeSoto counties*



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*The Giving Challenge is hosted by the Community Foundation of Sarasota County, with giving strengthened by The Patterson Foundation.*



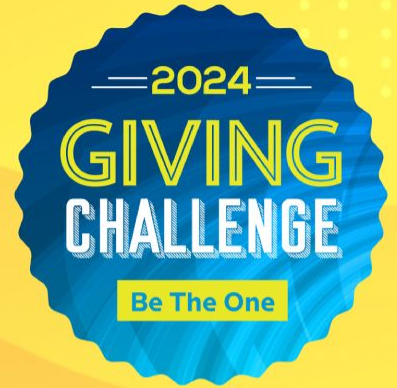
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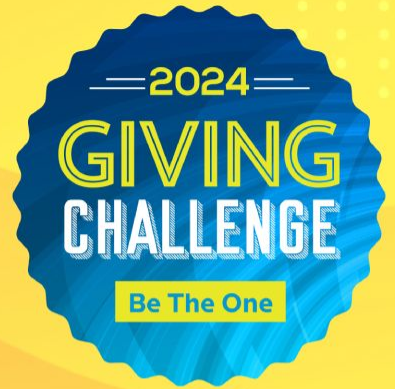
- **1:1 match for unique donations**
- **Up to \$100 per donor**
- **No limit on the number of unique individual matches**

# The Impact

Being a part of the Giving Challenge can transform nonprofit organizations through meaningful relationships and partnerships, all while strengthening their potential reach.



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# The Theme

# *Be The One...*

....to build this community space!

....to give diverse voices a platform!

....to keep local journalism alive!

....to support Community-owned and operated Media!

....to hold elected officials accountable!

... to 'experience' the power of music!

....to strengthen our community!

... to build a community around our values!



Something Different...

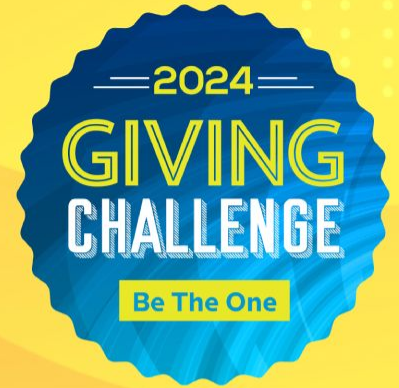
# Important Dates

## Spring Pledge Drive:

Wednesday, April 3rd from 12pm -  
Wednesday, April 10th at 11:59:59AM

## Giving Challenge Day:

Tuesday, April 9 at 12:00 PM -  
Wednesday, April 10, 2024 at 11:59:59 AM



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Something different...

# This is a **PLEDGE DRIVE**

*Programmers will collect pledges prior to going on the air*

*Volunteers and Staff will take Pledges by phone during the week*

***NO DONATIONS through WSLR.ORG***



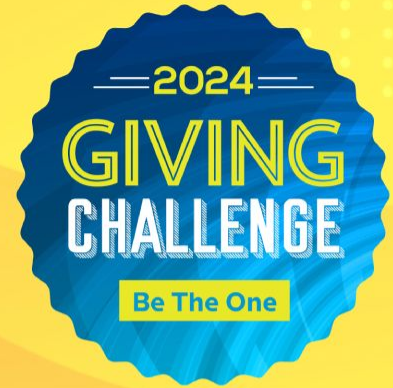
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Something different...

# How do People give?

Donors can call in their pledges to the station or can give at [www.GivingChallenge.org](http://www.GivingChallenge.org) during the 24 hours of the Giving Challenge – **Not through WSLR.ORG**

*Staff and Volunteers will collect pledges by phone and in person ALL PLEDGE DRIVE WEEK*



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Something different...

# How do people support your show?



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If donors are giving at [www.GivingChallenge.org](http://www.GivingChallenge.org) during the 24 hours of the Giving Challenge, they can write your Program Name for the **“In Honor of...” Section**

**Collect Pledge Cards ahead of time**



Something Different...

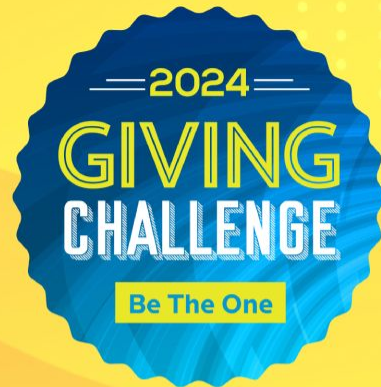
# Not a Membership Drive

During the Giving Challenge, donors cannot receive anything of physical value for their gift!

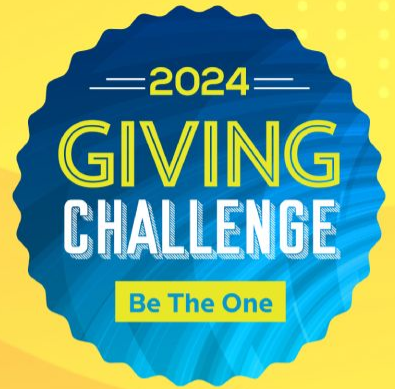
***This means no...***

- *Membership Benefits*
- *Merchandise*
- *Ticket Giveaways*
- *Bricks/Benches/etc...*

***During This Pledge Drive***



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# 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.***



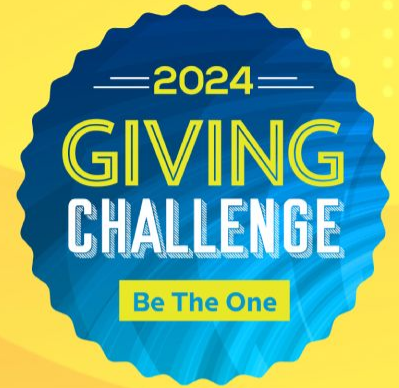
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***Our Vision: Ensuring a just, inclusive community through media and arts.***

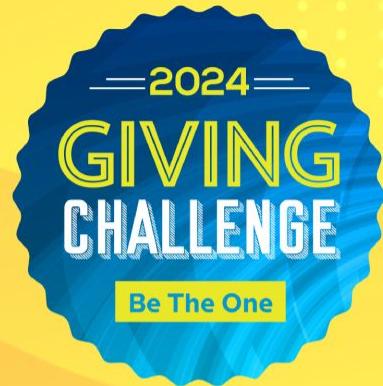


# The GOAL OF THE GIVING CHALLENGE:

**Building *Community*  
through outreach + growing  
our organization's giving  
capacity**



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The FINANCIAL GOAL:

**\$55,000**

*(Pre-Match)*



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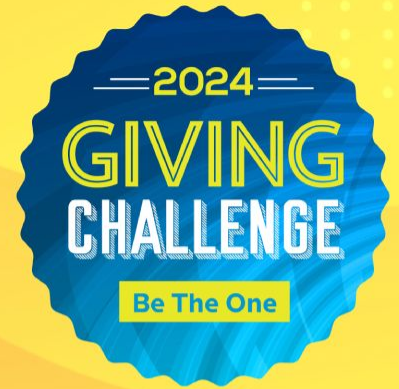
# The PEOPLE GOAL:

- **700 Unique Donors**
- **150 New Donors**  
(2 per staff/programmer/board member)

**GOAL:** Finish in top 3

(2020/2022 - Second Place for Medium Organizations)



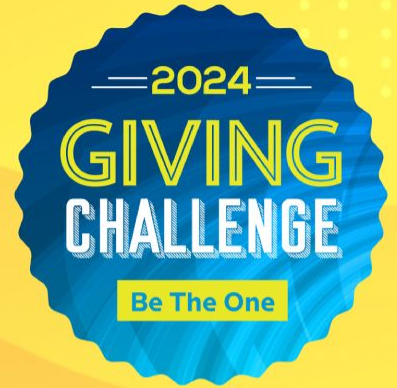


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# How are we going to do it...

Individual  
PROGRAM GOAL:

**\$500**

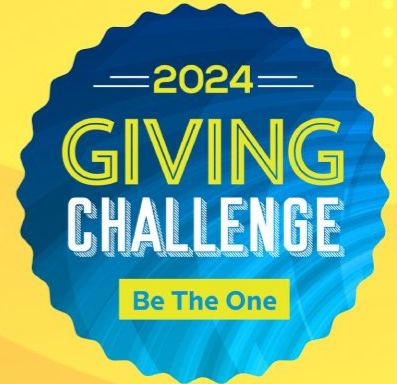


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# How do you get there?

- 2 \$100 Contributions
- 4 \$ 50 Contributions
- 4 \$ 25 Contributions

10 Donors = \$500

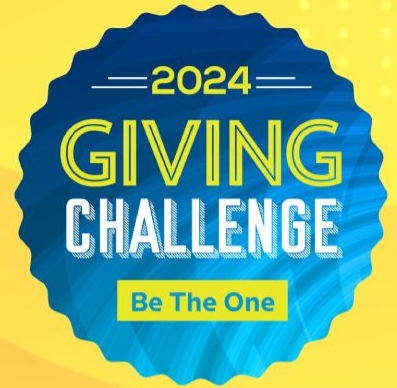


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# Programmer Promotion

- Your On-Air appeals
- Plan a Special Show
- Personal Emails
- Texting
- Phone Calls
- Social Media (Video is KING!)

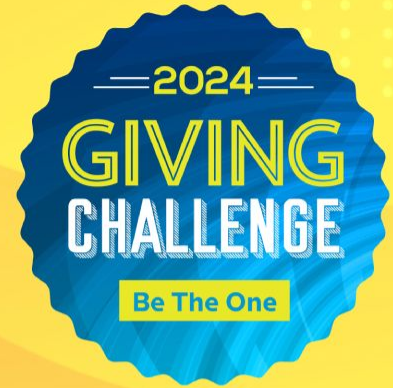


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**ACTION:** Complete Target List

# Board Efforts for the Giving Challenge

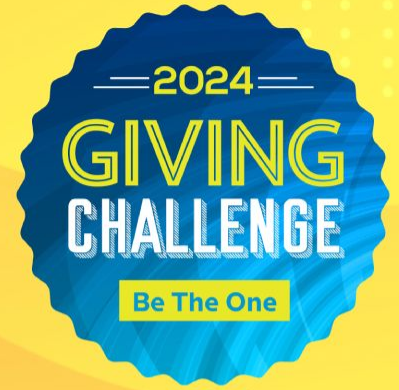
- **Building a Matching Fund of \$10,000 to TRIPLE donor impact!**
  - First hour of Giving Challenge - If we are one of the first 50 organizations to reach 50 contributions of \$50 or more: \$5000 match
  - Match for the final hour of the Giving Challenge - to incentivize those that haven't given yet: \$5000



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# Board Efforts for the Giving Challenge

- **11 Board Members -**
    - **10 unique donors per Board member**
- 110 unique donors**

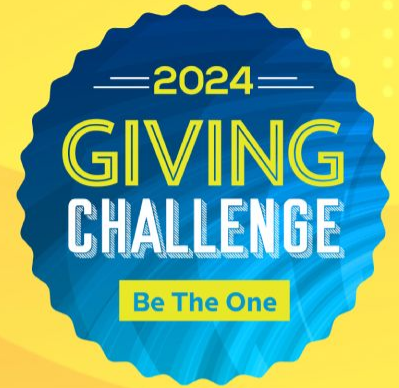


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# Programmers

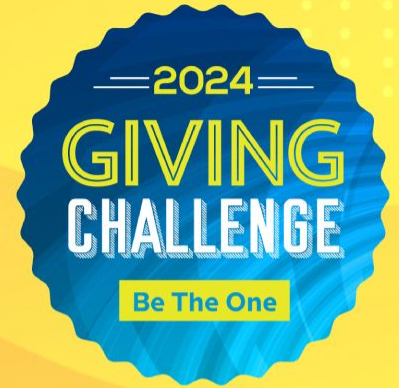
- 68 live shows (- 5 board members) x 10 unique donors = 630 unique donors
- Monetary goals:
  - 2 \$100 contribution
  - 3 \$50 contributions
  - 6 \$25 contributions
  - = \$500 per show



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# \$31,500

# GOALS:



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- **FINANCIAL GOALS:**

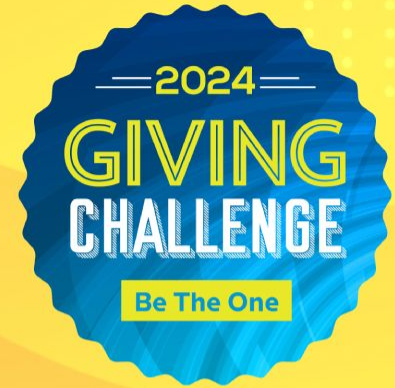
- BOARD - \$10,000 + PROGRAMMERS - \$31,500 = **\$41,500**

- **UNIQUE DONOR GOALS:**

- BOARD - 110 + PROGRAMMERS - 630 = **740 Unique Donors**

# Promotion By Staff

- Postcard Mailers
- Email Marketing
- Social Media
- Direct Asks and Outreach
- Website
- Promotion at Fogartyville Events
- Text Promotion



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**\$13,500**



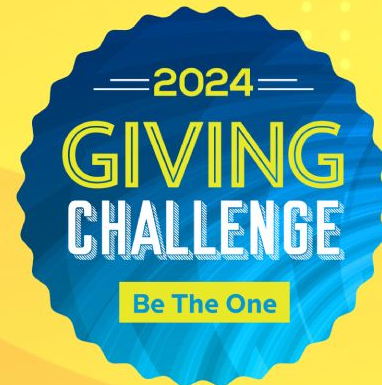
# **PEER-TO-PEER FUNDRAISING PAGES**

**Do Not Set Up A Facebook Donation Page**

**CREATE a GIVING CHALLENGE PEER-TO-PEER PAGE Instead**

**And SHARE IT On Facebook and other Social Media.**

**We can track your unique Donors this way!**



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# PRIZES

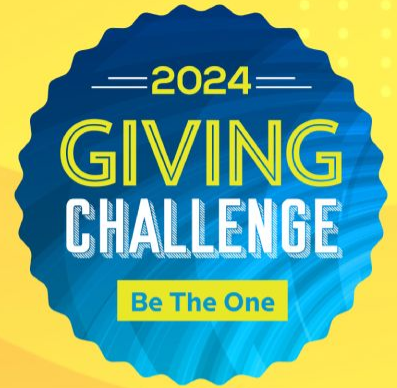
## **FAST 50 - \$250**

Plan to enter pledges from family and friends yourself on April 9th at 12pm

**OR**

Plan to turn pledges into Management before April 9<sup>th</sup> so that we can enter into the Giving Challenge website so we qualify for the Fast 50 bonus.

**NOTE:** If you enter the pledges yourself, please put your name in the 'In honor of' field so that we can credit your show.



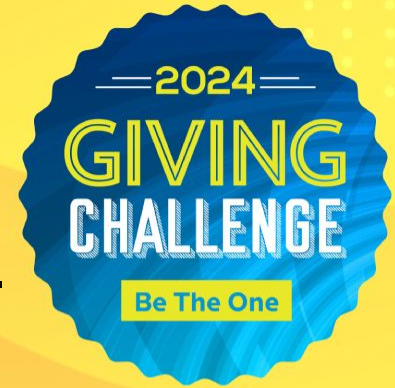
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# PRIZES

**DONOR SHOUT OUT - SOCIAL MEDIA AWARDS -  
24 Grant Awards: \$100 given on each Social Media  
Platform (Facebook; Twitter; Instagram)**

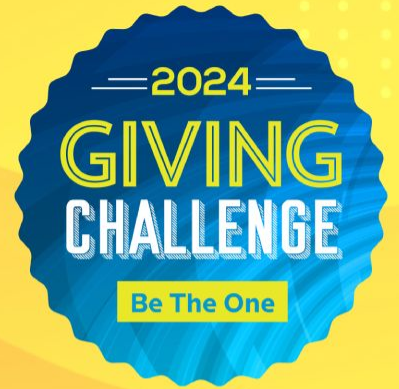
**\$100 hourly prize made to a random organization that creates a  
Facebook Post using #GivingChallenge18 and recognizes a  
donor. Automatically awarded during Challenge.**

**I-Heart and SolMart Media - Random prizes throughout  
the 24 hours: \$5000 total**



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# The Timeline





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# Today:

- Sign up for your Extra Volunteer Shift for the drive
- Brainstorm 10 contacts that you can connect with
- Record your part of the promotional video
- Record a Thank you Video

# March 10-17

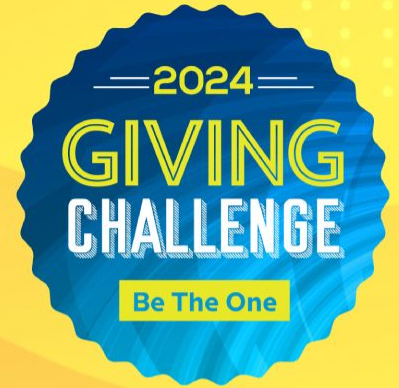
- Read through the Advocacy Kit
- Begin to connect with your **target list** and collect their information on Pledge cards
- **One announcement** during your show to let people know about the upcoming Spring Pledge Drive & Giving Challenge.



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# March 18-24

- Kick it up to **One announcement per hour** on your show to let people know about the upcoming Spring Pledge Drive & Giving Challenge.
- Think about **special content** you can incorporate into your **Pledge Drive Giving Challenge Show**.
- Ask a Friend to sign up to answer phone for the Drive

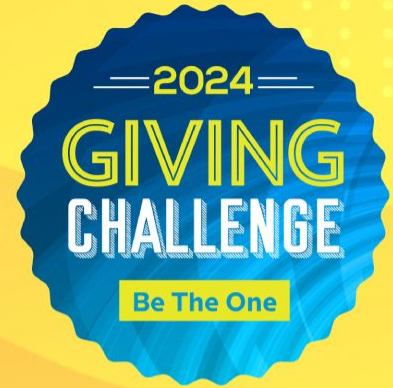


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# March 25 - April 2

- Kick it up to **Two announcements per hour** on your show to make sure your audience knows about the Spring Pledge Drive Giving Challenge
- Send out an **email** to your Target List a few days before your Drive Show
- **Collect any Pledges** you can in advance of the Drive
- Promote the Fund Drive on **your social media**.
- Prepare your Show and **Prepare your APPEALS. Make them Personal**

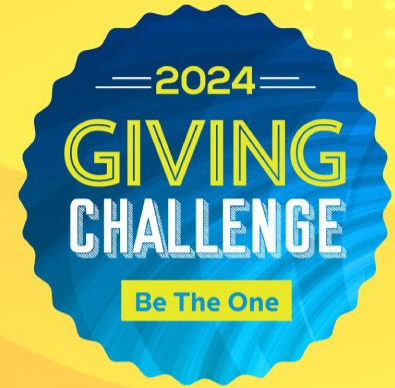


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# April 3-9 - Pledge Drive Week

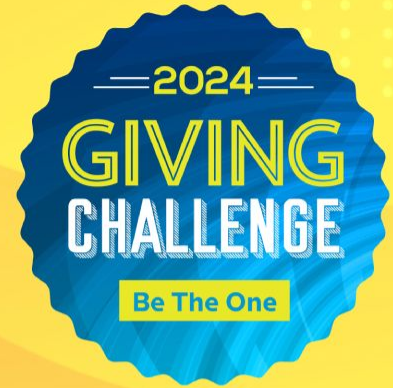
- Send another **EMAIL** to remind your **Targets** to tune in to your show and pledge
- Post a **video appeal** to your **social media (Video is KING!)**
- Connect with your network in whatever way you can - **TEXT, CALL, POST... EVERYTHING!**
- **Four appeals per hour** to remind people that we are in our Spring Pledge Drive (and participating in the **Giving Challenge**) and let them know how they can make a donation.
- **Smile when you talk** and **keep your energy levels high** during the show.



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# April 9-10 - Giving Challenge Day

- **Share WSLR's Posts on Social Media**
- **Let everyone know about our TRIPLE Board match for the first hour of the Challenge.**
- **TEXT - CALL - EMAIL - EVERYTHING!**
- **Enter personal pledges that you have collected at 12pm!**



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# April 10th

## Giving Challenge Final Hour

- **Amplify WSLR's Posts on Social Media when you sign on to Social Media today!** (Last chance to get your donation matched!!!)
- **Connect** with any **targets** that have not given to let them know about our **TRIPLE Board match** for the **final hour** of the Challenge.
- **TEXT - CALL - EMAIL - EVERYTHING!**
- **Make sure ALL pledges are entered by 11:59am.**

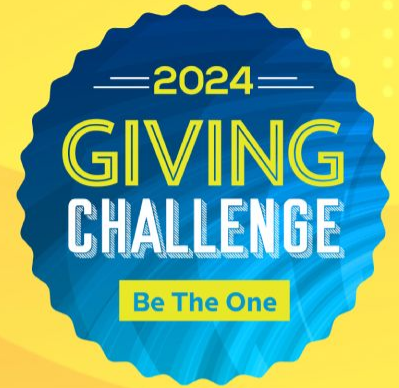


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# Program Logistics

- Maximum 2 Hours with Same Programmers
- Bi-weekly shows should meet prior to the drive to coordinate and plan their shared dual show



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# Questions?

# Let's Celebrate!



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**April 11th  
5:30pm Social**

**Stay for the  
BAND at 7pm!**

Let's all have fun  
&  
**BE THE ONE!**



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