

Sarasota's Own Community Radio



## GIVING CHALLENGE PROMOTION KIT

SPRING FUND DRIVE & GIVING CHALLENGE

NOON, Wednesday, April 3 - NOON, Wednesday, April 10

Pledge DRIVE IN-PERSON TRAINING

(Please try to attend the in-person training if at all possible!)

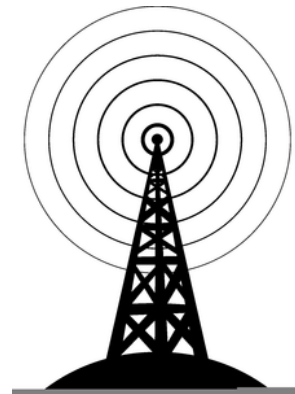
Saturday, March 9, 10 am @ Fogartyville

**Everyone is required to attend** the training to prepare for the Fund Drive and make sure we are prepared to maximize our participation in the Giving Challenge. If you do attend the virtual training, please check with Station Management

to submit your target list, the training will be recorded and slides will be sent out after the presentation.

### Contents of Giving Challenge Promotion Kit

- 1) Pledge Drive Logistics and Talking Points
- 2) Programmer Timeline
- 3) Sample Before Drive Promo Scripts
- 4) Sample Drive On Air Promos
- 5) Donation Appeals Worksheet & Helpful hints
- 6) Giving Challenge Target List
- 7) Peer-to-Peer Giving Challenge Fundraiser Info



### Instructions for Promotion Kit:

#### Use the sample scripts:

- You'll find information about the Spring Pledge Drive Theme and talking points in the Kit. We will be mailing a Fund Drive notice to all of our members and event attendees in advance of the Fund 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 promotion kit. Personalize the appeal to make it more effective. Remember: A \$25 donation from a donor gets matched, dollar for dollar! (\$25 up to \$100 gets matched dollar for dollar thanks to The Patterson Foundation)
- Explore other ways you can spread the word. Let management know how we can help.

#### Pledge Cards:

- Use to record donations for yourself, friends or family in advance of the Fund Drive. If you are doing your Fund Drive show live, bring the donations to the station when you come in to do your show.

#### IMPORTANT:

- We want to collect **PLEDGES** during **the first 5 days of the Fund Drive** that we can then input into the **Giving Challenge website** on April 9th so that they will be matched. That means you will NOT be directing people to our website to make donations until April 26th at noon when we provide the live link to the Giving Challenge. Our regular online donation forms will be

disabled during the Drive and we'll direct donors to our Giving Challenge Donation page beginning at noon on April 9th . Before that, we'll ask them to call the station to pledge.

- **ONLY CREDIT CARD PLEDGES MADE THROUGH THE GIVING CHALLENGE WEBSITE** during the 24 hour period from Noon, April 9 - Noon, April 10 will be matched.
- Donors cannot receive anything in exchange for their donations, so we will not be pushing memberships, tshirts, hats, bricks, etc.

### **Messaging:**

- Messaging ideas are included in the package to plan your breaks for your Fund Drive show. **PERSONALIZE** what YOU'RE doing to say on air. What's YOUR Story to share? What's important to YOUR listeners and supporters?
- Break into your show a **minimum of 4 times per hour** with a **short appeal for support**. If you have a half-hour show - please do at least two pledge breaks.
- **Give out the phone number and website frequently** - every time you come on the air. Begin your Appeal Break with the phone number and end with it too! **Prior to the Giving Challenge we will have a pledge form set up online that people can fill out. We will then send them a reminder to actually make the donation during the 24 hour period when it can be matched.** During the 24 hour period starting at NOON on April 26th - give out our website (which will link directly to the Giving Challenge site) and phone number.

### **Theme: BE THE ONE!**

Be the ONE...to support Community-owned and operated Media!

**Media Matters!**-- A free and independent media is essential to a functioning democracy. WSLR+Fogartyville is listener-supported, community-owned and operated and beholden only to YOU – the community we serve.

Be the ONE...to strengthen our community!

**Local Matters!**– WSLR+Fogartyville is our community's voice. WSLR programmers are volunteers that live and work in our community. We support local artists and musicians. Anyone with an interest can get involved in activities at WSLR+Fogartyville – serving on the board, staffing events, providing office support, or becoming the media!

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

**Music Matters!**– WSLR+Fogartyville brings us an incredible range of music curated by people who love it! Music, like nothing else, reaches into our lives and affects us. It changes our mood, sharpens our thoughts; it can transport us to places we've visited and 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.

Be the ONE...to connect our community!

**People Matter!** As Margaret Mead said, “**Never doubt** that a small group of thoughtful, committed citizens can change the world...” The people involved at WSLR+Fogartyville are concerned citizens working to build a better community. We are passionate lovers of music, and we 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.

Be the ONE... (**how can you finish this?**)

## **Fund Drive Logistics and Talking Points**

Date: Noon, Wednesday, April 3 - Noon, Wednesday, April 10

Theme: **Be the ONE!**

GOAL: \$55,000

Donate here: <https://www.givingchallenge.org/organizations/wslr-inc> starting at 12pm on April 9th

There will be a staff person at the station from 7am-11pm during the Pledge Drive. Staff will be taking donation calls on the office number (**941-894-6469**), so you can have guests and co-hosts call in on the studio phone line - **941-954-8636**

All programmers should do their show live in the studio for Pledge Drive week and will sign up to do an extra on-air shift outside of their normal timeslot. You are welcome to invite a fellow programmer or guest into the studio to make appeals with you during your Pledge Drive show.

**It is always good to think about how you can involve community members in your show.** If you're recording your show in advance - it's easy to incorporate a short interview by using Zoom; you can always have friends and family record a station ID or an appeal for your show. 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 Fund 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!**)
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 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 Fund Drive – give out the phone number (**941**) **894-6469** and website (**WSLR.org**) to donate. Pick **ONE talking point per Appeal** to share with the listeners why WSLR+Fogartyville matters.
5. **Suggest an amount.** \$25 is the minimum amount to qualify for the matching funds and \$100 is the maximum amount that will be matched. If you can give at the \$100 level it will result in a \$200 donation to WSLR!
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 pledge or pledge online to **WSLR.org**."

**NOTE:** If your show is every other week, **Both shows need to be represented during the On Air Drive.** This can be done as sharing the time slot with a mix of content from both programs or breaking up the programming to have half the show dedicated one program and then half the other. both program host should be pitching together for the entire timeslot, even if the content is focused on one. This training meeting is a time to coordinate with the alternate week programmer. Decide how you will work together and come up with a plan.

The Best way to make sure you know who donated to the Giving Challenge for you is to set up your special **Peer-to-Peer donation page** through our **WSLR+Fogartyville Giving Challenge page**.

A Peer-to-Peer (P2P) Fundraiser (or Fundraising Champion - the terms are used interchangeably throughout the Giving Challenge) fundraises on behalf of WSLR+Fogartyville.

- P2P Fundraisers add personal, unique content to a fundraising page for the Giving Challenge as a spin off of our main Giving Challenge profile. **(We're sending you an invite)**
- P2P Fundraisers will share that page within their network to expand the reach of our organization and bring in new donors.
- P2P Fundraisers are individuals who are passionate about the work we do at WSLR+Fogartyville, and use their voice to make a difference!

In other words, YOU!!

**Peer-to-Peer Fundraising for the Giving Challenge is as Easy as...**

### **1 Become A Champion**

Help WSLR+Fogartyville by raising funds as a Peer-to-Peer Fundraiser for the 2022 Giving Challenge

### **2 Tell Your Story**

Use the tools in the Giving Challenge Peer-to-Peer Fundraiser Toolkit to guide you in customizing your fundraising page for the 2022 Giving Challenge with images, text, and video

### **3 Spread the Word**

Share your personal 2022 Giving Challenge fundraiser page with your personal network to promote WSLR+Fogartyville

Peer-to-Peer Fundraiser signup instructions...

<https://support.givegab.com/en/articles/4270499-how-to-invite-a-supporter-to-sign-themselves-up-as-a-p2p-fundraiser>



## PROGRAMMER TIMELINE PREPARE & PROMOTE THE SPRING FUND DRIVE!

**PLEDGE DRIVE IN-PERSON TRAINING**  
(Please try to attend the in-person training if at all possible!)

Saturday, March 3rd, 10am @ Fogartyville

### WEEK OF MARCH 10- MARCH 17

- Insert **one announcement per hour** into your show to let people know about the upcoming Spring Pledge Drive & Giving Challenge. **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. Use the **target list** to start reaching out to folks for support.
- Think about **special content** you can incorporate into your **Pledge Drive Giving Challenge Show**. How can you make it special? What can you plan to help you promote the show that week? Let Management know what you're doing so we can support you and help promote it.
- Invite your friends to **LIKE the WSLR Facebook page** to increase our social media presence.
- Consider what methods you use to promote your show - how can you amplify these methods in the next few weeks.
- Personalize your **Peer-to-Peer Fundraiser page** for the Giving Challenge (email invitation sent)
- **Have Questions?** Contact Jesse@wslr.org



### WEEK of MARCH 18- APRIL 2

- If your show is at or near the start of the Drive, send out an **email** a few days before your 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 office phone number **(941-894-6469)** and **the website (WSLR.org)**.
- Promote the Fund Drive on **your social media**.
- Prepare your Show and **Prepare your APPEALS. Make them Personal**
- Did you personalize your **Peer-to-Peer Fundraising** page for the **Giving Challenge**?
- **Have Questions?** Contact a Manager

### FUND DRIVE WEEK - APRIL 3 - APRIL 10 WooHoo!!!!

- Send out an **email** a few days before your 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 office phone number **(941-894-6469)** and **the website (WSLR.org)**.

- Social media, email, text, etc. your friends, family, coworkers and supporters to let them know when to tune in to hear you!
- Let your friends, family, coworkers and supporters know about your peer-to-peer fundraising page for the Giving Challenge
- When you come into the studio (or at home if you've pre-recorded your show), record a **short Facebook Live video** to promote your Fund 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.
- If you are producing your show remotely, insert a minimum of **FOUR announcements per hour** into your show 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. **Sample scripts** are included in this packet.
- **Smile when you talk** and **keep your energy levels high** during the show.

**Noon, April 3rd - Noon, April 10th - Giving Challenge is LIVE!!!!**

- Let your friends, family, coworkers and supporters know about your peer-to-peer fundraising page for the Giving Challenge
  - Make your donation to the Giving Challenge
  - Promote, Promote, Promote!
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## Advance Pledge Drive Promos

### Advance Pledge Drive Promo 1

Join WSLR+Fogartyville for our Spring Drive happening from **NOON Wednesday, April 9th - NOON, Wednesday, April 10th**. We are participating once again in the 24 hour Giving Challenge, presented by the Community Foundation of Sarasota County, strengthened by The Patterson Foundation.

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.



### Advance Pledge 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. During the pandemic, we've learned new skills and adapted as we could to continue to bring you the programming you've come to count on here at WSLR. Show us you appreciate these efforts by pledging your support to WSLR+Fogartyville during our Spring Pledge Drive taking place from **NOON Wednesday, April 3rd - NOON, Wednesday, April 10th**. We're participating in the Community Foundation of Sarasota's 24-hour **Giving Challenge**. You can Be The One for WSLR+Fogartyville!

### Advance Pledge Drive Promo 3

It's time for our Spring Fund Drive at WSLR+Fogartyville. Starting at **NOON Wednesday, April 3 - NOON, Wednesday, April 10th** we will be asking you to pledge and donate whatever financial support you can by calling 941-894-6469 or visiting our website at WSLR.org. Your support helps WSLR+Fogartyville fulfill its mission of providing a space for community engagement and creative expression. And your participation with us in the Community Foundation of Sarasota County's 24-hour **Giving Challenge** can be matched dollar for dollar thanks to The Patterson Foundation!

**COMMUNITY RADIO  
IS YOUR RADIO**

### Advance Pledge 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 Fund Drive taking place from **NOON Wednesday, April 3rd - NOON, Wednesday, April 10th**. Pledge online at WSLR.org or call the office at 941-894-6469.

## ON AIR PROMOS FOR SPRING FUND DRIVE

**FOR AIRING DURING DRIVE (Wednesday, April 3 - Wednesday, April 10)** – You can also adapt to air prior to the Drive by adding the dates for the Drive to the script.

### PROMO 1 - MUSIC

Music has played a big role for many of us in helping us maintain our mental health during the pandemic. Show your appreciation of all the incredible music programming on WSLR, by supporting us during our Spring Fund Drive happening now.

Make a pledge at [WSLR.org](http://WSLR.org) or call 941-894-6469.



### PROMO 2 - News

Context... facts... accuracy... that's what WSLR delivers with its news and public affairs programming.

What you can't see as a listener to WSLR is what it takes to bring you the news and information you hear on this radio station - both locally and from around the world. And while it's free to tune in, stream, or read the news, it takes real financial resources to make it a reality. Your support is truly critical.

You can make a pledge to support our public affairs programming at [WSLR.org](http://WSLR.org) or by calling 941-894-6469 today.

### PROMO 3 - MUSIC

Music helps inspire us - sometimes making us cry, sometimes making us laugh – but always bringing us closer together.

If you've been brought to tears by a show at Fogartyville or by one of your favorite programmers on air or maybe just had your day brightened by hearing a tune you love... or perhaps hearing a tune for the very first time. Show your appreciation by making a pledge online at [WSLR.org](http://WSLR.org) or calling 941-894-6469.



### PROMO 4

You are an essential part of WSLR+Fogartyville's daily life. Our contributing listeners provide a large share of our funding, and have kept us broadcasting in Sarasota for 16 years! Hundreds of community members have gotten the opportunity to curate their own music shows and many have had the chance to 'Be the media' and produce news and public affairs programming.

Help us stay on the air for years to come! Call 941-894-6469 to make your pledge now.



**WSLR+Fogartyville DONATION APPEALS WORKSHEET**

**Break Elements:** Explain Drive and why it is important. \*Give phone number and website to donate. \* End with a call to action.

**FIRST HOUR or ONLY HOUR**

**It's Day \_\_\_ of WSLR+Fogartyville's Spring Fund Drive. You have an opportunity to have your donation matched through the Giving Partner Challenge! So call now to make a pledge at 941-894-6469 and double your impact!**

**Break  
#1**

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

**Break  
#2**

Your financial support is essential to the continued growth of WSLR+Fogartyville. **(Your Message...)**

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

**Break  
#3**

We rely on you to support radio programming that you value on WSLR. **(Your Message...)**

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

**Break  
#4**

WSLR is a dependable companion - here for you everyday. **(Your Message...)**

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

**WSLR+Fogartyville DONATION APPEALS WORKSHEET**

**Break Elements:** Explain Drive and why it is important. \*Give phone number and website to donate. \* End with a call to action.

**SECOND HOUR**

Break #1

How we'll make our Goal of \$55,000. **(Your Message...)**

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

Break #2

We depend on Listener Support **(Your Message...)**

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

Break #3

WSLR is with you when you need it. Be with us now **(Your Message...)**

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

Break #4

Public community radio is our right, and like all rights, it comes with responsibilities. **(Your Message...)**

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



**Peer-to-Peer Fundraising page for the Giving Challenge  
Be A Fundraising Champion for WSLR+Fogartyville!**

Peer-to-Peer Fundraiser Toolkit Link...

<https://www.givingchallenge.org/info/p2p-fundraiser-toolkit>

*By sharing your personal connections, you have the power to encourage others to support WSLR+Fogartyville. Since asking for support can often be a stressful or uncomfortable task, this storytelling template will make it easier to gather talking points that you can share with your network when promoting the Giving Challenge. These responses also make great stories for your Peer-to-Peer Fundraising profiles!*

**How did you hear about WSLR+Fogartyville?**

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**What made you decide to become involved?**

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**Do you know someone who is personally affected by our mission and what we do at WSLR+Fogartyville?**

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**Why do you continue to support WSLR+Fogartyville?**

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**What's your favorite thing about WSLR+Fogartyville?**

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**What's one thing you wish others knew about WSLR+Fogartyville?**

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