

Fall 2025 Membership Drive Messaging Kit

All Hands Membership Drive Training

Saturday, September 20, 10:30 a.m.–12:30 p.m.
See you in-person at Fogartyville!

all Membership Drive

Wednesday, October 15 – Tuesday, October 21

Theme: Hear it Here!

Goals

- \$72,000 total
- \$500 individual program (amount your program needs to raise)
- 75 total new Evergreen (sustaining) memberships

In This Kit You Will Find:

- Key dates
- Description of this drive's theme
- Focus of the Drive
- Inspiring (new) facts about WSLR+Fogartyville
- 4 announcements to utilize before the membership drive
- 12 announcements to utilize during the membership drive
- Wording for emails and texts to send to your listeners/family/friends

Key Dates

- **September 20** – All Hands Meeting and Fall Membership Drive Training at Fogartyville
 - **October 12, 4–9 p.m.** – Open House & Record Fair with Walter Parks and the Unlawful Assembly
 - **October 15–21** – Fall Membership Drive: Hear it Here!
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FALL MEMBERSHIP DRIVE

Theme: Hear it Here!

*When we say Hear it Here! we mean more than what you hear on the radio — it's about where Sarasota's **dynamic community energy** is alive.*

WSLR+Fogartyville is where it's happening. Where people gather for world-class concerts, where youth learn to make media, where neighbors connect around issues that matter, and where diverse voices are respected and amplified.

For 21 years, we've been Sarasota's independent voice and creative home — intergenerational, multiracial, inclusive, and deeply rooted in the love of music, art, and free expression.

Hear it Here! means: this is where Sarasota comes together.!

Focus of the Drive

- **Grassroots voices and local music** thrive here — independent, commercial-free, and people-powered.
- **Media education** is growing, through Youth Radio Summer Camps and Public Newsroom citizen journalism workshops.
- **Community resilience** requires investment in infrastructure to keep us on the air during climate emergencies.
- **Fogartyville** has become a hub for culture and community, hosting over 120 concerts plus dozens more community events, and offering affordable rental space for nonprofits, artists, and neighbors.
- **Evergreen memberships** sustain our independence and future growth.
- WSLR+Fogartyville is building an **intergenerational, multiracial, inclusive community** rooted in music, art, and local voices.
- For **21 years**, WSLR+Fogartyville has been a **pillar of democracy**, offering honest **civic dialogue and diverse perspectives**.

Inspiring (New) Facts for Fall 2025

- We're unveiling **renovated studios** at the October 12 Open House & Record Fair.
- **Youth Radio Camps** expanded from a one-day workshop to three full weeks this past summer.
- Our **Public Newsroom Citizen Journalism Workshops** are training new reporters to tell Sarasota's stories.
- WSLR is planning **20 live remote broadcasts** this year — showing up where the community gathers.
- **Fogartyville** is hosting over **120 concerts** this year — our most dynamic season yet.

- WSLR turns **21 years old** this fall — finally old enough to buy a drink, but still fueled by grassroots passion!

Announcements to Utilize BEFORE the Membership Drive (Sept 24–Oct 14)

Empower your community to get ready to give with pre-membership drive announcements!

Frequency: 3 weeks out – 1 per show | 2 weeks out – 1 per hour | 1 week out – 2 per hour

Announcement 1

WSLR+Fogartyville's Fall Membership Drive is coming October 15th–21st! Our theme is *Hear it Here!* — because Sarasota's community energy is alive right here, with local music, independent news, and cultural connection. Become a member now and be part of the dynamic season ahead, including more than 120 Fogartyville concerts. Hear it here!

Announcement 2

This fall, WSLR celebrates 21 years on the air — finally old enough to raise a glass, but still fueled by grassroots passion! Join us October 15th–21st for the Fall Membership Drive, *Hear it Here!* Support Sarasota's place for free speech, creative expression, and community connection. When you join as an Evergreen member, you sustain it all year long.

Announcement 3

Fogartyville's new season is about to launch — over 120 concerts, art exhibitions, and community events are on the calendar. Our Fall Membership Drive, October 15th–21st, makes it all possible. Join as a member, enjoy benefits like bar discounts and early ticket access, and support the creative energy that makes Sarasota thrive. Hear it here!

Announcement 4

Community radio is Sarasota's independent voice. WSLR+Fogartyville amplifies local musicians, trains young journalists, and provides space for civic dialogue. That's what *Hear it Here!* means. Support the community's energy during our Fall Membership Drive, October 15th–21st. Because the best of Sarasota — you hear it here!

Announcements DURING the Membership Drive (Oct 15–21)

Frequency: 4 per hour

Authenticity tip: Utilize announcements that resonate with you and engage your cohost in conversation around them.

– Music You Can Only Hear Here

At WSLR, the music you hear is as diverse and dynamic as Sarasota itself. One hour it's blues, folk, or jazz; the next it's reggae, hip hop, experimental, or live recordings from local bands. Our programmers bring their own knowledge, passion, and creativity to every show — curating sounds you won't find on commercial radio or in a streaming algorithm. It's eclectic, it's personal, and it's community-powered. If you believe in keeping this kind of musical diversity alive, support the place where Sarasota's soundtrack happens. Hear it here!

– Community Radio Without Algorithms

When you tune in to WSLR, you're not listening to an algorithm or a corporate playlist. You're hearing real people from this community — programmers who bring their own stories, passions, and music collections to the airwaves. Every show is different, every perspective is authentic, and together it reflects the incredible creative energy of Sarasota. This is community radio at its best: unpredictable, personal, and deeply connected. Your support keeps this space alive and independent, ensuring that local voices remain on the air. Call 941-894-6469 or give online at WSLR dot org. Hear it here!

– Independent News and Media Education

In a world where most media chases ratings and national headlines, WSLR News focuses on Sarasota. We're training new reporters at our citizen journalism workshops and teaching young people during our Youth Radio Camps. And now, thanks to our community's support, we are preparing to hire a full-time reporter to deepen our local coverage. This is what grassroots journalism looks like: independent, fearless, and accountable only to the people. When you give to WSLR+Fogartyville, you're not just keeping news alive — you're investing in the next generation of storytellers. Support independent local reporting today. Hear it here!

– Fogartyville: 120+ Concerts a Year

Fogartyville isn't just a venue — it's Sarasota's cultural living room, where the community's dynamic energy comes together. This year we're hosting more than 120 concerts, bringing world-class musicians and beloved local performers to the stage. But it's not just about music — Fogartyville also opens its doors to nonprofits, artists, and neighbors who need an affordable, welcoming space to meet, create, and celebrate. This is where Sarasota gathers for creativity, connection, and culture. Membership ensures that Fogartyville remains accessible while continuing to grow. Support the place where Sarasota comes alive. Hear it here!

– Volunteers Power It All

Behind every broadcast, every concert, and every community event at WSLR+Fogartyville are volunteers. They answer phones, pour drinks, report from city hall, hang posters, and spin records late into the night — all because they believe in independent media and grassroots arts. Their energy and commitment make this place possible. When you give during the drive, you're not just funding a station — you're supporting a community of people who give their time and passion to keep Sarasota's culture alive. Join them by making your pledge. Hear it here!

– Building Resilience in a Changing Climate

We've been fortunate this year to avoid a major hurricane (so far), but with climate change we know more storms are coming. WSLR+Fogartyville is preparing now by strengthening our infrastructure so that when disaster strikes, we can continue broadcasting essential information to our community. In past storms, we've been one of the last voices standing — providing updates, resources, and connection when it mattered most. That resilience depends on listener support. Your membership helps us invest in the tools that will keep Sarasota informed in moments of crisis and calm alike. Hear it here!

– Out in the Community: 20 Remote Broadcasts Planned

WSLR doesn't just stay in the studio — we go where the community gathers. This year we're planning 20 live remote broadcasts, bringing Sarasota's stories to the airwaves from festivals, parks, protests, and neighborhood celebrations. When we show up in the community, we connect with new voices, amplify local talent, and make the airwaves accessible to everyone. It's part of the dynamic energy that makes WSLR+Fogartyville different from any other station in town. Your support allows us to take this work further, reaching more people and telling more stories. Help us be present where it matters most. Hear it here!

– Intergenerational, Multiracial, Inclusive Community

WSLR+Fogartyville is where Sarasota's community energy comes alive. It's intergenerational — from middle and high schoolers learning to broadcast at Radio Camp to elders sharing their music collections and wisdom on air. It's multiracial and inclusive — a space that welcomes the full diversity of Sarasota, with programming, concerts, and conversations that reflect all of us. Every membership helps strengthen this circle of connection, ensuring that voices across age, culture, and background can be heard and respected. This is the kind of community we all want to live in, and it's being built here every day. Hear it here!

– Evergreen Membership for Sustainability

Monthly Evergreen members are the backbone of WSLR+Fogartyville. Their steady support allows us to book performers months in advance, expand our newsroom, and plan for the long-term health of our facilities. That kind of reliability is why The Patterson Foundation invited us into their Margin & Mission Ignition initiative, helping us design strategies for sustainability. Evergreen members keep Sarasota's grassroots culture thriving through predictable, ongoing support. And in return, they receive benefits like early notice of shows, discounts at the Fogartyville bar, and even complimentary concert tickets. Become an Evergreen member today and strengthen the foundation of community media. Hear it here!

– 21 Years of Community Radio

This fall, WSLR celebrates 21 years on the air, finally old enough to raise a glass, but still powered by grassroots passion! For more than two decades, we've been Sarasota's independent voice, alive with creativity, connection, and fearless conversation. We've weathered storms, trained young broadcasters, and welcomed thousands of musicians and community members to our stage and our airwaves. None of it would be possible without listener support. As we celebrate 21 years, we're looking ahead to the next 21. Join us today and keep this dynamic energy alive. Hear it here!

– A Place for Civic Dialogue

WSLR+Fogartyville is more than music and news, it's also Sarasota's gathering place for civic dialogue. For 21 years, we've been a pillar of democracy, committed to free speech and respectful conversation. Here, diverse voices come together to debate, share, and listen in ways that are increasingly rare in today's world. This is what strengthens our community and deepens

our democracy. Supporting WSLR+Fogartyville means keeping this space alive for Sarasota, where all points of view can be heard. If you value democracy and dialogue, make your pledge today. Hear it here!

– Membership Kicks Off the Season

Our Fall Membership Drive is the launch of Fogartyville's new season, and it's our most exciting yet, with more than 120 concerts, art exhibitions, film screenings, and community events ahead. Becoming a member now means joining right at the start, supporting everything this season will bring, and enjoying the benefits along the way. Evergreen Supporters receive complimentary concert tickets, bar discounts, and early notice of shows. But most importantly, membership makes you part of Sarasota's creative energy, not just a spectator. Be part of the season from day one. Hear it here!

– Supporting Local Nonprofits

Fogartyville is more than Sarasota's favorite listening room, it's a community gathering place. Nonprofits and grassroots organizations rent the space at affordable rates to hold meetings, produce festivals, and organize for the common good. Visual artists exhibit their work, poets share their words, and neighbors find a place to connect. Supporting WSLR+Fogartyville keeps these doors open and ensures Sarasota has a home for creativity and action. When you give, you're sustaining a place that belongs to the whole community. Hear it here!