

BE THE ONE-A-THON

WSLR Programmer Webinar

A 24-Hour Community Radio-Thon for the Giving Challenge

—2024—

**GIVING
CHALLENGE**

Be The One

March 25, 2026 | 2:00 PM Eastern | Zoom Webinar

#GivingChallenge2026 | #BeTheOne

[GivingChallenge.org](https://www.givingchallenge.org)

April 15–16, 2026

Presented by the
Community Foundation of Sarasota County

WELCOME

~3 minutes

This is not just another drive.

By the end of this, you'll understand:

- What the Giving Challenge is
- How this is different from what we normally do
- Exactly what's expected of you
- How to show up on air in a way that actually works

Q&A panel is open throughout. Kathleen is tracking all questions. This webinar is being recorded.

WHAT IS THE GIVING CHALLENGE?

Section 2 | ~5 minutes

"The Giving Challenge is an exciting 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."

"Since 2012, the Giving Challenge has provided more than \$92 million in unrestricted funding over nine challenges. Hosted by the Community Foundation of Sarasota County, with giving strengthened by The Patterson Foundation."

— *The Giving Challenge*

700+

nonprofits

\$92M

raised since 2012

24 hrs

noon to noon

**\$25 minimum | Every gift matched \$1:\$1 up to \$100 per donor |
GivingChallenge.org**

NORMAL DRIVE VS WHAT'S DIFFERENT

Section 3 | ~4 minutes

BEFORE

- Your regular show
- Pitch throughout the hour
- People call in or give through WSLR.org
- Each program toward a \$500 goal
- Individual shows
- Individual dollar goals
- Separate



NOW

- The entire station together
- One shared outcome
- Short drive and then Regular schedule pauses noon April 15
- 24-hour live broadcast
- Programmers rotate through shared shifts
- Fogartyville active the entire time
- Donations through **GIVINGCHALLENGE.ORG**

ONE COLLECTIVE BROADCAST

WHAT WE'RE BUILDING

Section 4 | ~3 minutes

ON THE AIR

24 hours. Live. Local. Independent.

Programmers rotating through shared shifts

Fogartyville feeding the broadcast live
Conversational, high-energy,
community-powered

FOGARTYVILLE LINEUP

- **Talk of the Town:** WSLR News Roundtable, irreverent edition
- Telethon-style **Drink and Draw** with a live DJ
- **The Sandbox All Stars**
- **Synthworld** dance party with DJ Nomad
- **Lumpytunes** Live: Sonic Tsunami 2
- **Sarasota Pops Orchestra performance**
- And MORE!!!

WHY THIS MATTERS

Section 5 | ~3 minutes

Everything we're doing supports:

- Independent, local media
- Volunteer-powered programming
- Local journalism
- Youth education and training
- A community space at Fogartyville

\$72,000

Our goal for this drive

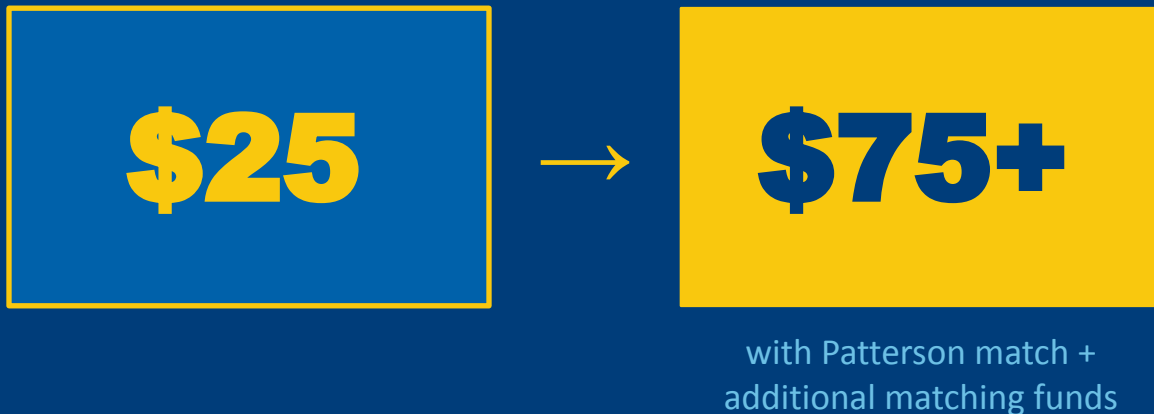
*That is what we need to raise
to stay operational.*

A \$25 gift becomes \$50. Small gifts really matter. When enough people show up, it adds up quickly.

THIS IS MISSION-CRITICAL.

BUILDING ADDITIONAL MATCHING MOMENTUM

Section 5B | ~2 minutes



Additional matching funds from major donors are being secured by board and staff.

Programmers can help too.

If you know someone who believes in this station and has the means to give at a higher level — let us know.

"This hour is matched" — three words that dramatically increase giving.

"This hour is matched" — Three simple words that dramatically increase giving.

THE THREE PHASES

Section 6 | Requirements Overview

PHASE 1

Pre-Drive Promotion

March 25 → April 12

1/show → 1/hr → 2/hr
Pledge cards | Personal
outreach

PHASE 2

Spring Drive

April 13 → April 15 noon

4 pitches per hour
Goal: 10 individual donations
(replaces \$500 program goal)

PHASE 3

Be The One-A-Thon

April 15 noon → April 16 noon

Full schedule preempted
GivingChallenge.org
Shared studio format



Presented by the
Community Foundation of Sarasota County

PHASE 1 — PRE-DRIVE PROMOTION

March 25 → April 12

PHASE 1 March 25 through April 12

Pitch Frequency — Ramping Cadence:

March 25 → April 1

1 per show

April 1 → April 8

1 per hour

April 8 → April 12

2 per hour

Action Required:

Pledge cards in your mailbox • Talk to friends, neighbors, supporters, your network • Start securing

10

Individual donations — your personal goal.

This replaces the old \$500 program goal.

10 people connected to you who say yes. Walk in with pledges already secured.

PHASE 2 — SPRING DRIVE

April 13 → April 15 at noon

PHASE 2 April 13 through noon April 15

4x

pitches per hour

Your regular show — same format, higher frequency.

Direct people to pledge cards and phones.

Phone: 941-894-6469

10

Individual donations — your personal goal.

This replaces the old \$500 program goal.

10 people connected to you who say yes. Walk in with pledges already secured.

PHASE 3 — BE THE ONE-A-THON

Noon April 15 → Noon April 16

THIS IS THE MAIN EVENT

Regular programming pauses

Move to shared format

Giving shifts to [GivingChallenge.org](https://givingchallenge.org)

Pitching: natural, frequent, part of conversation

This is where we activate everything we've built.

OPERATIONS

Section 7 | ~7 minutes

On-air Shift Length	2-hour shifts
Studio Size	3 programmers per shift
Coordinating	Leon coordinating
Shift Lead Role	One is: Board op / shift lead
Music Prep	Each programmer: 10 songs submitted
Set Format	2–3 songs per set

Transitions	3 minutes before the hour
Arrival	Arrive early, stay after
Support	Volunteers + staff supporting
News	News continues
Fogartyville	Fogartyville integrated

HOW TO PITCH

Section 8 | ~4 minutes

1 What's happening

2 Why it matters

3 The ask

4 The match

Keep it: Under a minute • Natural • Frequent

"Hey, if you're just tuning in, we're live right now for the Be The One-A-Thon as part of the Giving Challenge. This is our 24-hour fundraiser, and it's how this station keeps going. We invite you to stop by WSLR and Fogartyville anytime during this 24 hours for complimentary programming that showcases all we do!

If you believe in independent, local radio, this is the moment to support it. Go to [GivingChallenge.org](https://givingchallenge.org), search for WSLR, and make a gift. The minimum is \$25, and it gets matched dollar for dollar, so it turns into \$50 right away.

This is how we keep local voices on the air. [GivingChallenge.org](https://givingchallenge.org). Be the one."

COMMUNITY EXPECTATIONS

Section 9 | ~2 minutes

We are asking everyone to show up for this.

This is different from past drives.
It's not about hitting a number on your own.

It's about:

- Bringing people in
- Participating fully
- Being part of something bigger

When everyone does their part, this works.

Q&A

Section 10 | ~4 minutes

Q&A

Drop your questions
in the Q&A panel.

Kathleen is tracking everything.

*If something isn't fully clear, ask it.
If we don't have the answer yet, we'll follow up.*

This is one of those moments where people will hear

what WSLR really is.

Not just a station.

A community.

And your role in that matters.

We'll send: Recording • Messaging kit • Schedules

April 15th at noon.

BE THE ONE.