



## PHASE 1 (PRE-DRIVE) MESSAGING KIT

March 25 – April 12, 2026 · WSLR + Fogartyville · 2026 Giving Challenge

### YOUR MISSION

**Lock in 10 committed donors BEFORE April 13.**

This phase is about building your pledge list — and getting them committed on your pledge cards. Get commitments now so Phase 3 is a victory lap, not a scramble.

### SECTION 1 · ON-AIR PRE-DRIVE PITCHES

Rotate one pitch per show. Each script is self-contained with full listener info. Use a maximum of 2 mentions per show if it fits naturally.

#### Script 1 · Community Impact Frame

##### SCRIPT

The 2026 Giving Challenge is happening April 15th through 16th — a 24-hour giving event from noon to noon supporting nonprofits across our region.

At WSLR and Fogartyville, we're turning it into something special with 24 hours of live programming, performances, and community events and everyone is invited to participate. We're calling it the Be The One-a-Thon.

During that 24-hour window, donations between \$25 and \$100 will be matched — so your gift goes even further.

Right now, we're building toward that moment. We're asking listeners to commit to being part of it by making a pledge to give when the Challenge begins.

If you believe in independent media and community voices — Be The One for WSLR and Fogartyville.

*The 2026 Giving Challenge is presented by the Community Foundation of Sarasota County with giving strengthened by The Patterson Foundation.*

## Script 2 · Fogartyville / Arts Frame

### SCRIPT

Fogartyville is a place where local music, performance, and community come together in a real way.

On April 15th and 16th, during the 2026 Giving Challenge, we're bringing that energy into a full 24-hour experience. From noon to noon, we'll have live radio, performances, and events as part of the Be The One-a-Thon.

During that time, donations between \$25 and \$100 will be matched — making every gift even more impactful.

Right now, we're asking you to be part of it early by committing to give during that 24-hour window.

If Fogartyville has ever meant something to you — this is your chance to Be The One who keeps it going.

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## Script 3 · Personal Connection Frame

### SCRIPT

The 2026 Giving Challenge is coming up April 15th through 16th. It's a 24-hour event from noon to noon where our community comes together to support local nonprofits.

At WSLR and Fogartyville, we're turning that into a full 24-hour live broadcast and event experience called the Be The One-a-Thon.

During that time, donations between \$25 and \$100 will be matched.

Right now, we're asking people who care about this station to make a simple commitment: to give during those 24 hours.

If this station has ever meant something to you — this is your moment to Be The One.

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## Script 4 · Event Frame with Community Nonprofits

## SCRIPT

In just (AMOUNT OF TIME) we'll be hosting at WSLR and Fogartyville a number of fellow nonprofits who are also participating in the 2026 Giving Challenge.

During our April 15th through 16th Be The One-a-Thon you'll have the opportunity to connect with Mosaic Movements, Support Our Schools, UnidosNow, Community Harvest SRQ, Sarasota Pops Orchestra, and Truly Valued!

They are doing tremendous work in our community and we are honored to be partnering with them for two transformative days of giving.

WSLR and Fogartyville will also be a 2026 Giving Challenge Pop-Up Giving Station. Stop by 525 Kumquat Court and give as generously as you can!

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## SECTION 2 · DIRECT OUTREACH SCRIPTS

**This is the most important part of Phase 1. Direct, personal outreach is where your 10 donors will come from. Scripts are written to feel natural and conversational — not like a fundraising ask.**

### Text Message Script

#### TEXT MESSAGE

Hey! I'm part of WSLR + Fogartyville and we're doing something big for the Giving Challenge April 15–16.

It's a 24-hour event where donations between \$25–\$100 get matched, and we're doing a full live broadcast and event called the Be The One-a-Thon.

**I'm trying to line up 10 people who are willing to commit to giving during that window. Would you be one of mine?**

### Email Script

#### EMAIL

**SUBJECT: Can you be one of my 10?**

Hi [Name],

I'm reaching out because I'm part of WSLR / Fogartyville, and we're participating in the 2026 Giving Challenge on April 15–16.

It's a 24-hour giving event from noon to noon where donations between \$25 and \$100 are matched, which makes every gift go further.

We're building it into something bigger this year — a full 24-hour live broadcast and event called the Be The One-a-Thon.

**My goal is to have 10 people committed to giving during that 24-hour window, and I wanted to ask if you'd be one of them.**

No need to give now — just a commitment to participate on April 15–16.

It would mean a lot to me, and it really helps sustain independent local media and community space here.

Thank you for considering it.

**Phone Call Script · Short + Natural**

**PHONE CALL**

"Hey, I'll keep this quick. I'm part of WSLR and we're doing the Giving Challenge April 15–16. It's a 24-hour event where donations between \$25 and \$100 get matched.

**I'm trying to get 10 people who are willing to commit to giving during that window. Would you be open to being one of mine?"**

*(Pause. Let them respond.)*

"Awesome, that really helps. I'll remind you when it opens."

**SECTION 3 · PLEDGE TRACKING SYSTEM**

Use this sheet to log every commitment you receive. You need 10 names by April 14. A simple list is fine — the point is to track it.

#	Name	Email / Phone	Est. Gift	Committed?	Reminded?
1					
2					
3					
4					
5					
6					
7					

#	Name	Email / Phone	Est. Gift	Committed?	Reminded?
8					
9					
10					

## SECTION 4 · PHASE 1 LOGISTICS + ACCOUNTABILITY

GOAL	ON-AIR FREQUENCY	TIMELINE
10 Initial direct outreach contacts	1 pitch per show	March 25 – March 31
Secure commitments and follow up with others	1 pitch per Hour	April 1 - April 7
Deliver 10 completed pledge card to staff	2 pitches per Hour	April 8 - April 12

### By End of Phase 1, You Should Have:

- 10 completed pledge cards with contact info, credit card info (If possible)
- Each person thanked and reminded to listen and participate on April 15-16

### Important Rules

- Do NOT direct anyone to WSLR.org to donate they can pledge by phone at **941-894-6469** — all donations go through [GivingChallenge.org](https://givingchallenge.org) on the giving day
- Credit Card Donations and transactions will happen during the 24-hour window: April 15 (noon) – April 16 (noon)

### Follow-Up Protocol

- Once someone commits: thank them immediately
- Send a reminder text/email the morning of April 15 to listen or come participate at the event

### THE BOTTOM LINE

**If you get your 10 people now, Phase 3 becomes a victory lap.**

If you don't, it becomes stressful. This is where the drive is won.

**#GivingChallenge2026 · #BeTheOne · GivingChallenge.org**

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