

# PHASE 2 - CONDENSED PLEDGE DRIVE MESSAGING KIT

April 13 – April 15 (noon) · WSLR + Fogartyville · 2026 Giving Challenge

## YOUR MISSION

### Turn your pledges into action.

#### By the end of Phase 2:

- Your 10 donors are confirmed
- Your pledge cards are turned in to staff
- You are actively driving last-minute pledges on-air

*This is the bridge between preparation and execution.*

## PLEDGE PHONE NUMBER · REPEAT OFTEN

# 941-894-6469

*Donations are NOT open online yet · Phone pledges only during Phase 2*

## SECTION 1 · ON-AIR PHASE 2 PITCHES

### Rotate frequently — 4 pitches per hour.

Regularly scheduled programming continues Monday, Tuesday, and Wednesday morning — but pitch frequency increases significantly. Donations are NOT open online yet. Direct all listeners to call 941-894-6469.

## Script 1 · Urgency + Countdown

### SCRIPT

The Giving Challenge begins at noon on April 15th — and that's when every donation between \$25 and \$100 gets matched.

Right now, we're in the final lead-up — and this is your chance to get in early.

You can't donate online yet — but you can make your pledge right now by calling 941-894-6469.

We'll process your donation as soon as the Challenge opens so it gets matched.

This is how we start strong from the very first minute.

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

## Script 2 · Clear Instructions + Simplicity

### SCRIPT

Here's exactly how this works:

The Giving Challenge runs from noon April 15th to noon April 16th.

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

Right now, we're taking pledges.

Call 941-894-6469, make your pledge, and we'll process it when the Challenge begins so your gift is matched.

It's simple, it's powerful, and it makes a real difference for this station.

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## Script 3 · Community + Collective Effort

### SCRIPT

Right now, everyone at WSLR is working together to build momentum going into the Giving Challenge.

Each of us is reaching out, bringing people in, and making sure we're ready when it starts at noon April 15th.

You can be part of that right now.

Call 941-894-6469 and make your pledge today — and we'll activate it when the Challenge opens so it's matched.

This is a collective effort — and every person who steps in helps make it work.

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## Script 4 · Event + Energy

### SCRIPT

In just a short time, WSLR and Fogartyville will transform into a 24-hour live broadcast and community event — the Be The One-a-Thon.

That all starts at noon on April 15th.

But right now, we're building the foundation for it.

Call 941-894-6469 and make your pledge today — so your donation is ready to go and matched when the Giving Challenge begins.

Be part of what we're building — from the start.

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## SECTION 2 · BUILD YOUR OWN PITCH

Use this structure every time you go off-script. Hit all five points and you'll have a complete, effective pitch.



### BUILD YOUR OWN PITCH · FOLLOW THIS STRUCTURE EVERY TIME

- |   |                          |  |
|---|--------------------------|--|
| 1 | <b>WHAT'S HAPPENING</b>  | Giving Challenge starts April 15 at noon                   |
| 2 | <b>WHAT TO DO NOW</b>    | Call 941-894-6469 to make your pledge                      |
| 3 | <b>WHAT HAPPENS NEXT</b> | Donation is processed and matched during the event         |
| 4 | <b>WHY IT MATTERS</b>    | Independent media · Community space · Local voices         |
| 5 | <b>DELIVERY</b>          | 30–60 seconds · Clear and direct · Repeat the phone number |

## SECTION 3 · TEXT REMINDERS TO FRIENDS

Send to your pledge list from Phase 1 to re-confirm, and use for last-minute outreach. Keep it simple and direct.

### TEXT MESSAGE 1

Hey! I'm part of WSLR's Giving Challenge drive — you can call 941-894-6469 now to lock in your pledge before it opens April 15.

### TEXT MESSAGE 2

We're going live for 24 hours starting April 15 at noon — if you want to support, you can pledge now by calling 941-894-6469.

## SECTION 4 · PHASE 2 LOGISTICS + ACCOUNTABILITY

GOAL	ON-AIR FREQUENCY	DATES
<b>10 individual donations per programmer</b> (replaces the \$500 program goal)	<b>4 pitches per hour</b>	<b>April 13 → April 15 (noon)</b>
<b>Turn in all completed pledge cards BEFORE April 15 at noon</b>	Continue securing last-minute pledges	Reinforce 941-894-6469 constantly on-air

### Programming Format During Phase 2

- Regularly scheduled programming continues: Monday (April 13), Tuesday (April 14), Wednesday morning (April 15, before noon)
- This is a traditional drive format with increased pitch frequency
- Biweekly shows: if your program alternates, both hosts/programs come together — share the hour and fundraise collaboratively
- At noon on April 15: regular programming pauses and we transition into the Be The One-a-Thon (Phase 3)

### Key Actions

- **Turn in all completed pledge cards BEFORE April 15 at noon**
- Continue securing last-minute pledges through your network
- Reinforce the phone number constantly on-air: 941-894-6469
- Early pledges help us compete for Giving Challenge kickoff prizes

### Important Rules

- Do NOT direct listeners to WSLR.org for donations — pledge by phone at 941-894-6469
- Online giving is NOT active yet during Phase 2
- All credit card donations and transactions happen during the 24-hour window: April 15 (noon) – April 16 (noon)

#### THE BOTTOM LINE

#### Phase 2 is where everything locks in.

If Phase 1 was about commitments, Phase 2 is about making sure they happen.

**Walk into April 15 at noon ready — so when the moment starts, we're already moving.**

[#GivingChallenge2026](#) · [#BeTheOne](#) · [GivingChallenge.org](#)

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