



# PHASE 3

## BE THE ONE-A-THON

### MESSAGING KIT

April 15 (noon) – April 16 (noon) · WSLR + Fogartyville · 2026 Giving Challenge

#### YOUR MISSION

### Activate everything.

Turn listeners into donors in real time.

Keep energy high, clear, and continuous.

Make giving feel immediate, communal, and exciting.

**This is the main event.**

**This is where the drive is won.**

## SECTION 1 · ON-AIR PHASE 3 PITCHES

Pitching is frequent, natural, and integrated — approximately 4 times per hour.

You are no longer in a traditional show format. You are part of a shared, live 24-hour broadcast.

#### CRITICAL LISTENER INFORMATION — INCLUDE EVERY TIME

##### Every pitch must clearly communicate:

- Go to [GivingChallenge.org](https://GivingChallenge.org)
- Search for WSLR
- Minimum donation: \$25
- Donations up to \$100 are matched dollar-for-dollar
- This is a 24-hour window only (noon to noon)
- Why it matters TO YOU!

### Script 1 · Core Pitch (Complete + Clear)

#### SCRIPT

We are live right now for the Be The One-a-Thon as part of the Giving Challenge — a 24-hour fundraiser happening from noon today to noon tomorrow.

This is how WSLR and Fogartyville stay on the air.

You can donate right now by going to [GivingChallenge.org](https://givingchallenge.org), searching for WSLR, and making your gift.

The minimum donation is \$25 — and every gift up to \$100 is matched dollar-for-dollar.

So your \$25 becomes \$50 instantly.

This is the moment. Be the one.

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

## Script 2 · Live Energy + Experience

### SCRIPT

If you're just tuning in, we're in the middle of the Be The One-a-Thon — 24 hours of live radio, music, community, and events happening right now at WSLR and Fogartyville.

You can be part of it.

Go to [GivingChallenge.org](https://givingchallenge.org), search for WSLR, and make your donation.

Every gift between \$25 and \$100 is matched — doubling your impact.

Or come down to 525 Kumquat Court and experience it in person.

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## Script 3 · Mission + Stakes

### SCRIPT

This station exists because people like you choose to support it.

Right now is the most powerful time to do that.

Go to [GivingChallenge.org](https://givingchallenge.org), search for WSLR, and make your donation.

Every gift between \$25 and \$100 is matched — so your support goes twice as far.

Our goal is \$72,000, and this is how we get there.

Support independent, local media. Be the one.

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#### Script 4 · Urgency + Match Window

##### SCRIPT

This is a 24-hour window — and the match is happening right now.

Every donation between \$25 and \$100 is doubled.

Go to GivingChallenge.org, search for WSLR, and make your gift now.

Don't wait — this is when your donation has the greatest impact.

Be the one who makes it happen.

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#### Script 5 · Matching Momentum (If Applicable)

##### SCRIPT

Right now, your donation is being matched — and in some cases, even more depending on additional matching funds during this hour.

Go to GivingChallenge.org, search for WSLR, and make your gift.

A \$25 donation becomes at least \$50 — and potentially more.

This is the moment to give.

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## SECTION 2 · BUILD YOUR OWN PITCH (PHASE 3 GUIDE)

Use this structure every time:

**1. What’s happening**

*“We’re live for 24 hours during the Giving Challenge”*

**2. What’s happening right now (optional but powerful)**

*Mention live activity, music, guests, or Fogartyville*

**3. Why it matters**

*Independent media · Local voices · Community space*

**4. The ask (be explicit)**

*Go to [GivingChallenge.org](http://GivingChallenge.org) · Search WSLR*

**5. The match**

*\$25 minimum · Matched up to \$100*

**DELIVERY STYLE**

- Under 1 minute
- Natural, not scripted
- Conversational
- Repeat key info every time
- Say “Be The One” often

**SECTION 3 · TEXT REMINDERS TO FRIENDS**

**TEXT 1**

We’re LIVE right now for WSLR’s 24-hour fundraiser.

Go to [GivingChallenge.org](http://GivingChallenge.org) → search WSLR

**All gifts \$25–\$100 are matched!**

**TEXT 2**

It’s happening now! Be The One-a-Thon is live.

Give here: [GivingChallenge.org](http://GivingChallenge.org) (search WSLR) — your gift is doubled.

**SECTION 4 · PHASE 3 LOGISTICS + ACCOUNTABILITY**

<b>DATES</b>	<b>PROGRAMMING FORMAT</b>	<b>ON-AIR EXPECTATIONS</b>
April 15 (noon) → April 16 (noon)	Regular programming is paused. Shared broadcast format. 2-hour shifts. 3	Pitch approximately every 15 minutes. Integrate naturally. Reference what’s happening

	programmers per shift. One shift lead / board operator.	live. Keep energy high and forward-moving.
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## IMPORTANT RULES

- Donations go through GivingChallenge.org ONLY — Search: WSLR
- Minimum gift: \$25 · Donations up to \$100 are matched
- Match only applies during the 24-hour window (noon to noon)
- Do NOT direct anyone to WSLR.org to donate

## FOGARTYVILLE INTEGRATION

- Reference live events, performances, and activity on-air
- Invite listeners to attend in person at 525 Kumquat Court
- Reinforce that this is both a broadcast and a live community event

### THE BOTTOM LINE

This is the moment everything comes together.

The outreach. The pledges. The preparation.

### Now it's about:

Showing up · Staying present · Making the ask clearly and often

**This is where people hear what WSLR really is.**

Not just a station. A community.

**Be the one.**

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

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