

How to Fund Raise Effectively 2004

Staff Playbook



April 2004

*“Effective fund raisers are not fast-talking salespeople trying to bring a quick buck to the institution. They are people who share and convey a deep belief in the merit and worth of the organization they represent ... **You have to believe that your institution makes a difference.**”*

Jerold Panas in “Born to Raise: What Makes a Great Fund Raiser”

Dear WRUW Program Host,

I like listening to WRUW. As I listen to you during your fundraiser, I would like you to remember the following:

- * I am not stupid. Please respect my intelligence.
- * Please be proud of your show.
- * Be proud of the station that allows you to do a show.
- * I listen to other shows on this station. I know when you are lying.
- * I expect you to care whether I give or not.
- * I listen to the radio like you do. I don't fully pay attention. You will have to repeat yourself.
- * You may not know it, but I may have already given to someone else's show. Challenge yourself to convince me why I should donate to yours too.
- * I get bored easily. If you can't keep your appeals interesting and focused, I'm going to turn you off.
- * I like your show. I like the music you are playing. Keep up as much of your normal programming as you can.
- * I have money. Convince me you are a better investment than what I already plan to spend it on.
- * Please realize that I do want to donate, but you have to give me good reasons why I should.

Sincerely,

Your Listener

Elements of a Strong Appeal Script

You can structure your appeal script in any way that is comfortable for you to say. However, for greater success, be sure to include the following elements that are found in successful appeals on WRUW and public radio.

- ❑ **A short statement of what we are doing and why.** (See page 3.)

For example: “We are on the fourth day of our annual Telethon. It’s a once a year event that gives you the opportunity to make a donation to WRUW and help us grow and improve through the next year.”

- ❑ **A spotlight on one of the areas on which we spend telethon income** described in a way that the listener can appreciate.

(Details on pages 4, 5, and 6.)

- ❑ **A short and specific description of one or two particular premiums,** purposefully chosen from the list of available items. (Basic information on page 7.)

Example #1: “a fuzzy, black, hooded sweatshirt with the new WRUW logo embroidered in color on the left side and kangaroo pockets.”

Example #2: “the latest release from John McCutcheon featuring three live tracks recorded in Cleveland two years ago.”

- ❑ **A little bit of “heart” from you** — what you like about WRUW, why you do a show, what got you involved in the station and why you stay.

(See page 9.)

- ❑ **An extra push about how a donation breaks down and how easy it is to donate.**

(See examples on page 10.)

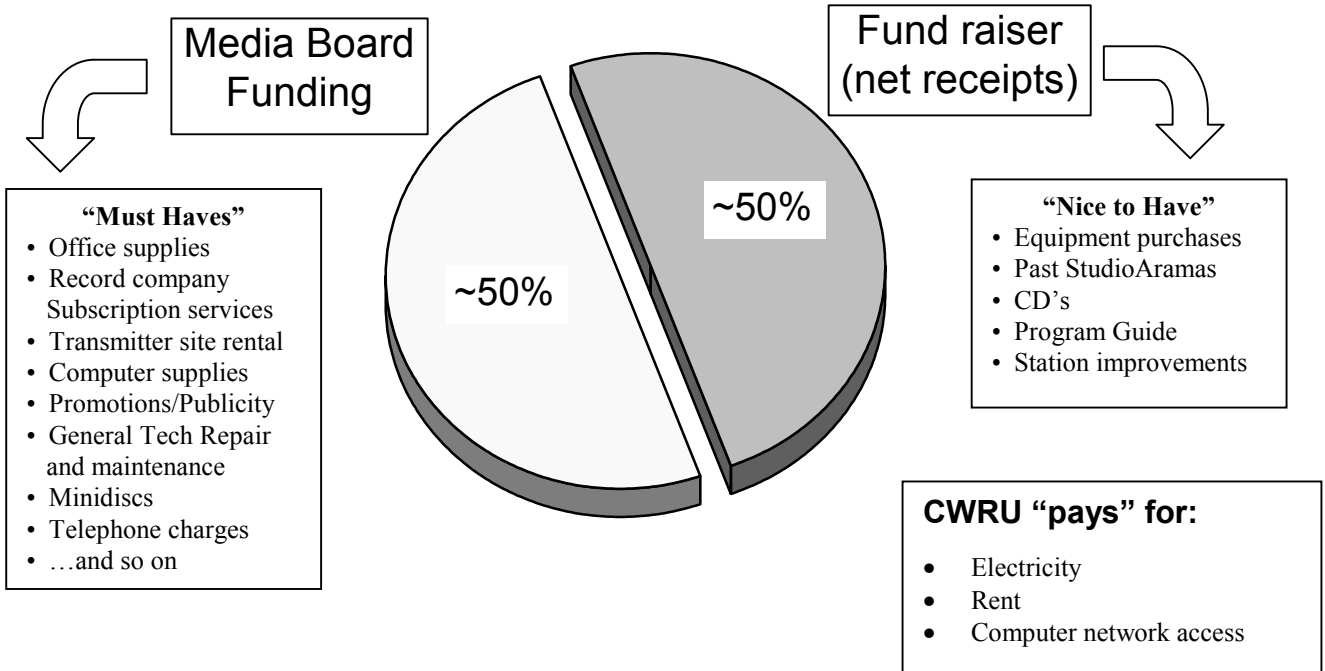
- ❑ **The phone number, said at least three times throughout.**

(...and squeeze all of the above into an appeal that lasts 5-7 minutes.)

Why Should Our Listeners Donate?

WRUW's Annual Budget Breakdown

Budget: \$56,000 - \$65,000 per year



What will the listener notice if we don't have a successful telethon and raise the money we need?

Our goal for the 2003 Fundraiser:

\$45,000

What do we do with the telethon money?

Answer #1: We Support Local Musicians

Yearly through StudioArama – annual summer concert (Aug 28)

Hessler Street fair (mid-May)

Tri-C Jazzfest Sponsorship

Weekly through Live from Cleveland (Thursday nights)

Band interviews (phone-in & in-studio)

Daily through Playing local artists on record & CD

Playing DAT & CD's of StudioArama

How does the listener BENEFIT and why should he or she CARE? Be specific in your answer.

What do we do with the telethon money?

Answer #2: We Buy More Music to Build Up Our Music Library

We have the largest on-air library of any station in Northeast Ohio. That means we can regularly play these things that other stations can't (or won't):

Imports

Unknown musicians

Requests

Local musicians

Rare recordings only on vinyl

< what else can you think of? >

SO WHAT! Why is that important to a listener? What would a listener **specifically** notice if we bought more music for the station ... or for your show?

What do we do with the telethon money?

Answer #3: We Buy New Equipment in Order to Maintain or Improve our Signal Quality

In the past 12 months we bought over \$15,000 worth of equipment.

- Six (6) Denon broadcast CD decks (2 for each studio, plus 2 for backup).
- Four (4) CD/Cassette combo decks. (2 for each studio)
- Three (3) CD players for listening stations
- Two (2) professional-grade turntables
- Four (4) new turntable preamps (2 for each studio).
- Two (2) new Studio Microphones (1 for each studio).
- One (1) Portable Digital Recorder.
- One (1) internet amplifier.
- One (1) broadcast delay.
- One (1) microphone mixer for Production Studio.
- One (1) new microphone processing unit for our production studio.
- Six (6) new telephones.
- Several pairs of reliable headphones.
- Engineering expenses for installation of various transmission equipment such as the new digital STL link, and transmitter controls.

Equipment for Live From Cleveland

For the first time in several years, our live music crew was able to purchase new equipment to ease the production of our live music shows like Live from Cleveland, the Hessler Street Fair, and StudioArama. This year, the live music crew purchased:

- Six (6) new microphones.
- Eight (8) new mic stands.
- One (1) portable powered mixing console.
- Two (2) rolling equipment cases.
- One (1) new microphone compressor
- Twelve (12) new sound cables.

SO WHAT! Why is that important to a listener?

What would a listener **specifically** notice if we bought **a new on-air mixing console**? How about if we set up **a back-up transmitter** location?

The Tangible Rewards of Donating

"Never assume that the prospect can't afford what you are selling."

Roger Dawson in Secrets of Power Persuasion

"Just because you can't afford it, doesn't mean the listener can't afford it."

David Caban

Our Basic Donation Levels

Donation	Gift Category	
	Music Item	WRUW Item
\$30		1. Forest Green T-shirt with silk-screen logo 2. Forest Green Baseball Cap with embroidered logo 3. Travel Mug
\$40	CD of listener's choice	Grey T-shirt with embroidered logo
\$50		Long-sleeve T-shirt with embroidered logo
\$60	Any Double-CD	
\$75		Black heavy-duty, zippered, hooded sweatshirt with embroidered logo
\$100		1/2 Hour Airtime (optional)

Our Bonus Add-Ons

Add-on	Gift Category	
	Music Item	WRUW Item
\$20	Any CD (marked 40/20+ in our books)	

Listeners can give ANY amount ... these are merely suggested levels and suggested gifts at those levels. Some people may pledge \$75 and only want one CD. Some people may pledge \$80 and want 3 CD's (\$40+\$20+\$20). Some people may pledge \$75 and not want any gift from us at all. Stay flexible!

Music Premiums

“40” vs. “40/20+”

40

This particular CD is available by itself for \$40 only. If a listener wants it in combination with another “40” premium, he must pay the full \$40 for each item (a total of \$80).

The “40” designation is usually assigned to items for which we can obtain “unlimited” copies for distribution.

40/20+

The 40/20+ designation on a CD listing means that this particular CD is available by itself for a \$40 donation. However, if a listener adds \$20 to ANY donation of \$40 OR MORE (CD or non-CD), for the additional \$20 (“20+”) he could get this CD too. (Total donation of \$60 or more.)

The “40/20+” designation is usually assigned to items for which we only have a small quantity of recordings available.

Your Job:

- **Review the premium books and choose specific items to recommend to your listeners.**
- Talk to your phone operators ahead of time. Tell them which specific items you will be recommending to your listeners.
- Avoid saying “we have a lot of CD’s to give you in return for your donation, just call us and ask what we have”. You’ll make the phone operators hate you for sure!
- **Talk about specific premiums.** For example, “we have a lot of CD’s we could give you in return for your donation, but one I’m really excited about is this particular release from ... because it has previously unreleased outtakes such as ... and this is our gift to you when you pledge at the 40-dollar level. Call now!”

Making Your Appeal More Human

1. Here are two reasons why a listener might think WRUW is so great ...

a. _____

b. _____

2. From MY perspective, what makes WRUW so great is that ...

3. Here are two reasons I love coming down to do my show each week ...

a. _____

b. _____

4. Something unique I do on my show that others don't is ...

5. Here's why a listener might like that ...

Staff Info: Giving an Extra Push

Break it Down

- ◆ “If you were to put a quarter into your radio every day to turn it on, you would spend just over 91 dollars in a year.”
- ◆ “Your 40 dollar donation breaks down to less than 11 cents per day -- that’s less than buying the Plain Dealer every day.”

Commercial Free

- ◆ “We are completely commercial free. Your support is what we need to continue at our current level of service.”
- ◆ “We broadcast 24 hours a day, 365 days per year, commercial free.”

Donation Amount	Cost Per Day	Cost Per Week	Cost Per Month
\$15	4 cents	28 cents	\$1.25
\$25	7 cents	48 cents	\$2.08
\$40	11 cents	77 cents	\$3.33
\$50	14 cents	96 cents	\$4.16
\$60	16 cents	\$1.15	\$5.00

Easy Payment

- ◆ “You can charge your pledge on your MasterCard or Visa,. We can put your donation to work right away and you help us save on administrative costs.”

Tax Benefits

- ◆ “Your donation is tax deductible. If you are concerned about such things every Spring, this might be your first deduction this year.”

Corporate Advantage

- ◆ “You can double your donation to WRUW very easily. If you work for a company that matches donations to educational institutions like CWRU, get the form, fill it out and send it in. We get your donation plus the same amount from your employer!”

Structuring your Message

Sometimes we are not sure on how to best structure the message we want to communicate during the fundraiser. Below is a simple 10-step way to organize what you should be saying when you go on-mic to talk.

1 st	Introduce the fund raiser. (5-10 sec)	“This is a special day for WRUW. It is the (x)th day of our annual on-air fund raiser...”
2 nd	Tell what we are doing and why. (30 sec - 1 min)	“This is our once-a-year effort to raise money for ...”
3 rd	Add in a Personal Focus (30 sec - 1 min)	“Maybe you’re one of our listeners who likes ... (one aspect of the station).”
4 th	Give out the Phone Number (3 sec)	“So please call now at 368-2208.”
5 th	Talk about Premiums (30 sec - 1 min)	“When you pledge \$35.00, we can send you a wonderful thank-you gift. For example ...”
6 th	Give out the Phone Number (3 sec)	“Please call now at 368-2208.”
7 th	Make an Extra Push (30 sec - 1 min)	Thank people by name OR play a telethon cart OR emphasize credit cards OR make analogies.
8 th	Quickly Recap #3 (Focus) (10 sec)	“So, if you like ...” (summarize what you talked about before).
9 th	Quickly Recap #2 (What/Why) (10 sec)	“Remember why we are doing this ...” (be specific about why).
10 th	Give out the Phone Number (3 sec)	“Please call now at 368-2208.”

3 min – Keep it up	5 min – Wrap it up	7 min – Shut Up!
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Structuring Your Message Worksheet

1 st	Introduce the fundraiser.	
2 nd	Tell what we are doing and why. (See page 6)	
3 rd	Add in a Personal Focus (See pages 7, 8, 9)	
4 th	Give out the Phone Number	...please call us now at 216-368-2208!
5 th	Talk about Premiums (See pages 10, 11)	
6 th	Give out the phone number	...so please call us now at 216-368-2208!
7 th	Make an extra push	
8 th	Quickly Recap #3 (Focus)	
9 th	Quickly Recap #2 (What/Why)	
10 th	Give out the Phone Number	...so please call us now at 216-368-2208!

3 min – Keep it up	5 min – Wrap it up	7 min – Shut Up!
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Tips From "The Pros"

Play music underneath while you talk.

Stress that premiums are thank-you gifts!

Plan your play list and be sure to play premiums!

Plan what you are going to say ahead of time.

Stress that we are all volunteers!

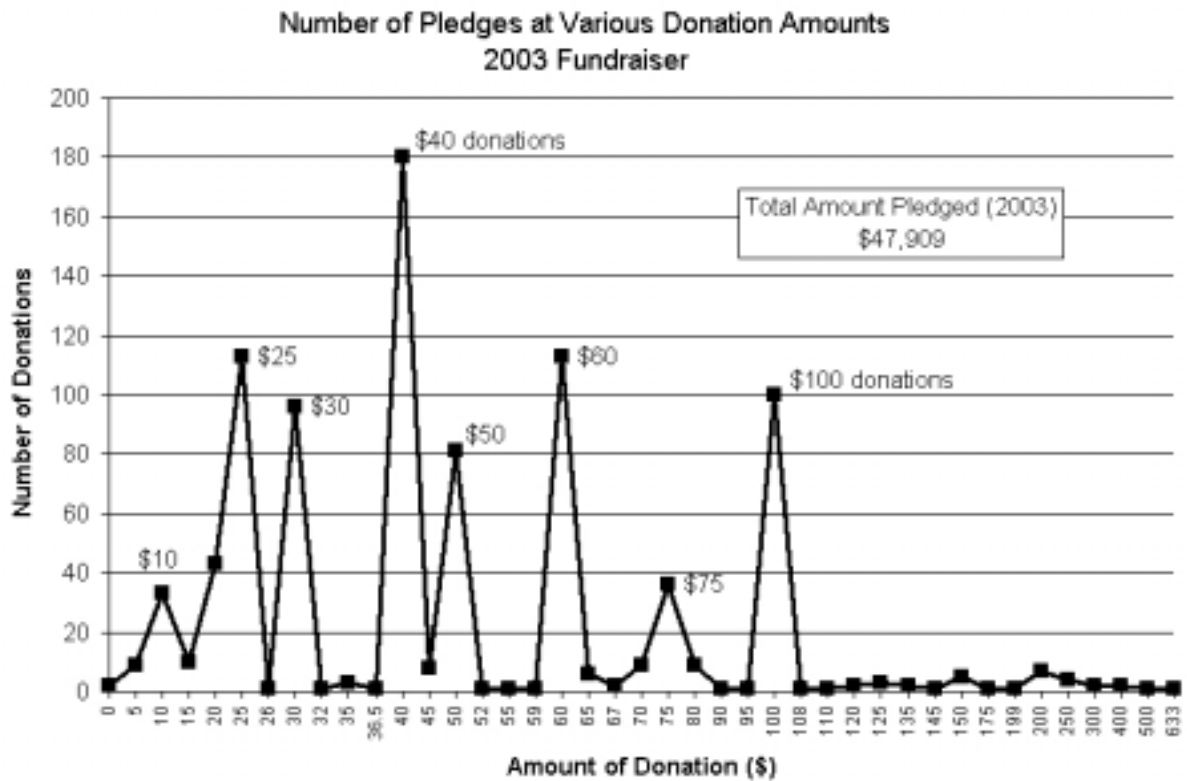
Maintain your format!

Remember you will get fewer phone calls than usual. This is normal.

Avoid apologizing for interrupting with the fundraiser. Be proud of the station.

- _____
- _____
- _____
- _____
- _____

Stats from 2003 Fundraiser



Listeners donated at all levels from \$5 to \$633

Every show received donations

Pledges totaled: ~\$48,000

Number of Donors: ~900

50% of people donated by Credit Card

50% of people were repeat donors