Structuring your Message

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

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

10 Steps to Creating Effective Appeals Flowchart

Note: If you haven't taken the time to pre-plan what you want to say to your listeners, then feel free to use this flowchart, developed out of the material from the "How to Beg" Sessions.

Follow one path through the chart, keeping your talking to between 5 to 7 minutes MAXIMUM. You have over 120 possibilities of what you can say and how you can say it. Stay focused!

1.

Opening sentence to grab the attention of the listener and make him/her aware that the radiothon is in progress.

t= 5 sec.

2.

Explain WHAT we are doing and WHY we are doing it.

We need the listeners' support to grow and expand over the next year.

You must build a case for WHY the listener should give money, and why the money is needed.

Their support buys:
-- Equipment
-- Music
-- Live Concerts

t= 1 min to 1-1/2 min.

3.

PICK ONE PERSONAL FOCUS OF THE STATION'S STRONG POINTS AND EMPHASIZE BENEFITS. **t= 1 min. to 1-1/2 min.**

LEAD-IN: "Maybe you are one of our listeners who likes ..."

Only talk about ONE focus!

"... the particular music that I play here on my show." (Go on to explain why your show is unique, and that listeners should support the station for your format.)

"... the station's commitment to presenting a wide variety of music styles." (Go on to explain about this topic, emphasizing the variety.)

"... the station's support of local musicians through (StudioArama/Folk Festival/Live from Cleveland). Maybe you have personally attended or listened to (either concert) ..."

"... the fact that WRUW is here in Cleveland. Not too many other cities have radio that compares to WRUW's diversity of music. If you have travelled outside of Cleveland, maybe you know what I'm talking about. For example ..."

"... the fact that WRUW is commercial free."

"Therefore, we need your direct support that influences the station's growth over the next year."

"... talking to WRUW staff about music, or calling up and making requests that actually get played. For example ..."

"... the station's work to keep improving the sound quality of our signal. For example ..."

5.

PREMIUMS (GIFTS FOR DONATING)

LEAD IN: "When you pledge [x] dollars, we can send you ..."

Only talk about ONE GROUP of premiums at a time! Don't bore the listener with a list of every single premium that's available!

"One or more of our music premium gifts."

SPECIFICALLY, we can give you [this specific CD] for your 35 dollar donation..."

"An item branded with WRUW's logo so you can show your support for the station."

FOR EXAMPLE, we have [this specific item] available for your 35 dollar donation..."

"A chance to be on the air with us here."

($50.00 -- 1/2 hour of airtime on the show of your choice..)

"One of the special items arranged for this particular show, SUCH AS ..."

"One of our other special premiums, SUCH AS ..."

See lists posted in Phone Area.

t= 1 minute max!

BE SPECIFIC about what the listener gets for SPECIFIC dollar amounts.

If you ask for $35 donations, you tend to get $35 donations.

4.

So please, give us a call now at 216-368-2208.

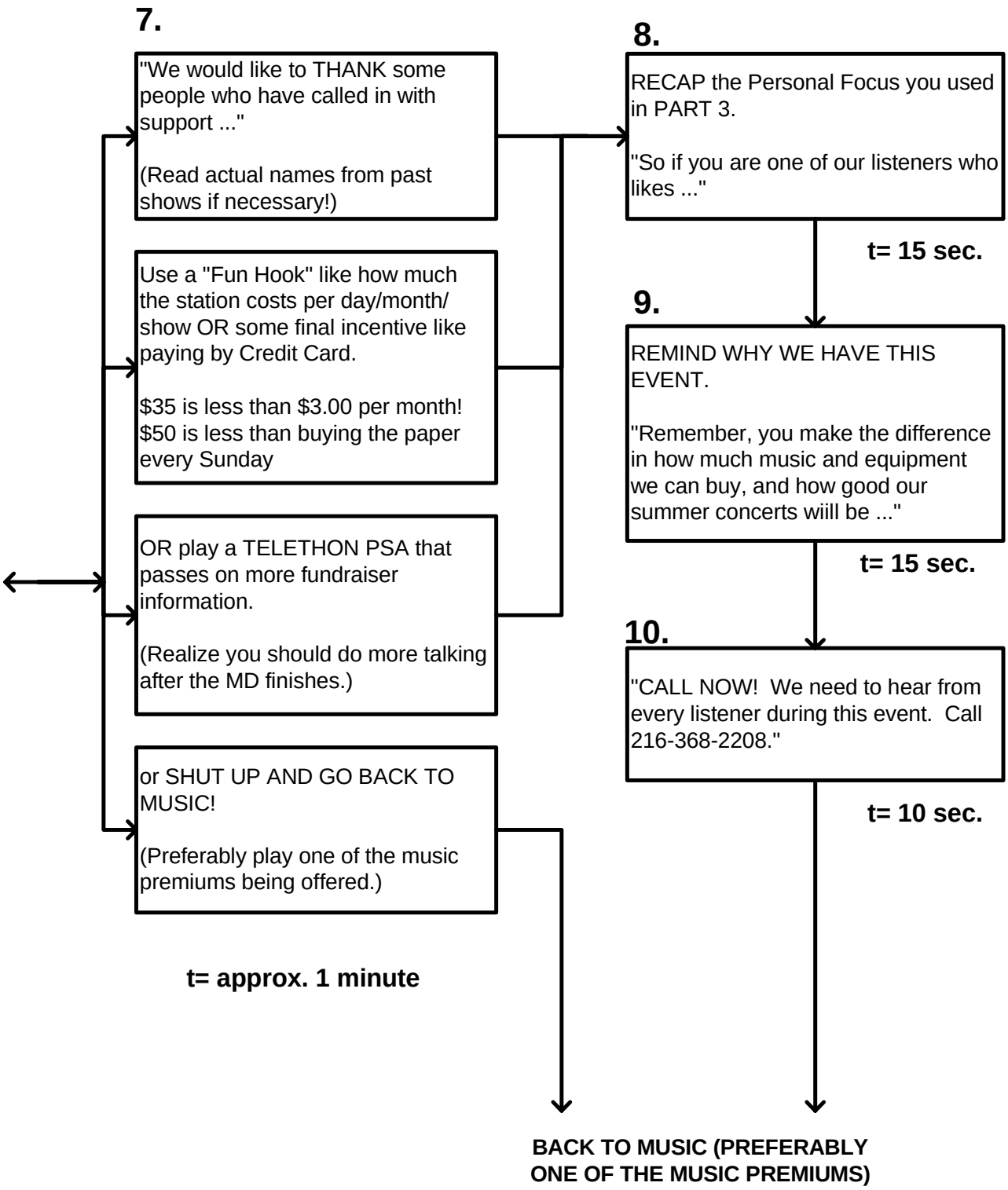
t= 5 sec.

6.

We need to hear from you right now. Call us at 216-368-2208.

Our operators can help you choose a gift that makes you feel good about your donation ..."

t= 5 to 10 sec.


7.
"We would like to THANK some people who have called in with support ..."
(Read actual names from past shows if necessary!)
Use a "Fun Hook" like how much the station costs per day/month/ show OR some final incentive like paying by Credit Card.
$35 is less than $3.00 per month!
$50 is less than buying the paper every Sunday
OR play a TELETHON PSA that passes on more fundraiser information.
(Realize you should do more talking after the MD finishes.)
or SHUT UP AND GO BACK TO MUSIC!
(Preferably play one of the music premiums being offered.)
t= approx. 1 minute
8.
RECAP the Personal Focus you used in PART 3.
"So if you are one of our listeners who likes ..."
t= 15 sec.
9.
REMIND WHY WE HAVE THIS EVENT.
"Remember, you make the difference in how much music and equipment we can buy, and how good our summer concerts wiill be ..."
t= 15 sec.
10.
"CALL NOW! We need to hear from every listener during this event. Call 216-368-2208."
t= 10 sec.
BACK TO MUSIC (PREFERABLY ONE OF THE MUSIC PREMIUMS)

Structuring Your Message Worksheet

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