

TIPS FOR BETTER ON-AIR FUND DRIVES

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#1

- **Remember that you are only talking to one listener. This listener loves your station but they don't necessarily know that you need their support or why. Everything you say to them must be informed by this knowledge.**

#2

- **Preparation is necessary before every shift. Before news programs you should know what was on yesterday and what series have been aired recently. For music formats you need to know not only what just played but how it fits into the station overall sound and philosophy.**

#3

- **Include the listener you're trying to turn into a giver in the conversation by explaining things to them. Don't assume they know. Always explain.**

#4

- **Every break requires a setup telling the listener what you are doing and why their help is needed.**

#5

- **Help the listener make the decision to give and help them through the giving process. Make it easy on them. This includes always saying the website and phone number together and often and slowly enough that they can absorb it when they want to give.**

#6

- **Whenever possible case messages should tie in with what just aired. What you like or dislike is not important, instead concentrate on the benefit to a listener. Connect with the listener on the basis of your station's and their shared values.**

#7

- **Repetition of key messages is by design within breaks and from one break to the next. At best, you have a handful of opportunities throughout a drive to convince any one listener to give. Bring your A game to every break.**

#8

- **Listen to what your pitch partner just said so you can compliment the previous message or messages and not repeat it.**

#9

- **Spots are not time fillers. Use them to make a specific point in your narrative in a more effective way than you could make it with live pitching.**

#10

- **Understand the relationship between listener support and your station's editorial independence or independent music choices. Articulate this to the listener you're trying to turn into a giver so they understand the power of their decision to give. Funding facts are designed to convince a listener that the station needs their money.**

#11

- **People support winners. Show your listener that he/she will be supporting a winner. When the drive is going slowly, tell the story of what decades of listener support has made possible And what giving now will sustain.**

#12

- **If you want listeners to give on-line be sure to mention the web site and your station app before giving the phone number. Too many stations are still obsessed with phone activity.**