



## Pledge Drive Pitching Tips



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## Roles of On-Air Talent



### Yes, you're "talent"

And thank you for participating in our membership drive! You're helping this station reach its audience and giving our audience a way to support the service they rely on.

### Take Pride in this Drive

A membership drive is the most effective way to generate new members and raise money. We're far more fortunate than most nonprofits in that we have access to the airwaves. We are not "begging" for support—we have a service to be proud of, and we are giving our audience, who

are already connected to the product, the opportunity to financially support it.

## The Cast of Characters

**What the audience needs from us during the break are three things: inspiration, information, and motivation. In general...**

*The show host provides information*—about programs, about the way the station is funded, etc.

*The community guest provides inspiration*—how he or she uses the station and why they are volunteering their time to participate in the pledge drive

*The pitcher or pledge host provides motivation*—incentives and member benefits, challenge opportunities, and goal updates.

## Why do people give?

- They use the product on a regular basis
- They love the programs
- They are aware of their role in making this station a success

## Pointers



*Sincerity is Everything:* We're asking people to trust us with their money. Believe in what you're saying and the audience will believe you too.

*Create A Sense Of Urgency:* Create a sense that now is the most important time to call.

*Don't Be Afraid To Get Personal:* Talk about why the station is important to YOU to provide that inspiration to the audience.

*Listen:* Interacting with your fellow talent conveys a friendly atmosphere and fun.

*Talk to One Person:* Have a conversation--don't give a speech.

*If you make a mistake:* It's all part of the charm of LIVE BROADCASTING: most listeners appreciate a mistake from time to time. It reminds them that we're real people.

*Thank callers during the break:* To make the message even more immediate, we'll thank as many members as possible from the current break. The comments are an excellent and EASY way to recap all the points mentioned during the break.

*Use premiums, or membership benefits, to encourage action:* benefits are used to hold the audiences interest; to increase the average gift; and to give the member something tangible that will extend the pleasure s/he received in listening to the station.

## How it works



### BEFORE THE BREAK

- Listen to/watch the program, discuss the previous break and plan the strategy for the next break with your producer.
- Review your rundown and pitch points. Ask questions if you need clarification.
- Become familiar with the premiums for the break.
- Be in the studio at least five minutes before the start of the break. Or at least within shouting distance of the studio.

### DURING THE BREAK

- Follow the outline and pitch points, and listen to the other talent.
- Update the goal during the break.
- If you find yourself running out of things to say, use these elements to fill: phone numbers, pledge levels, methods of payment, information about the program, benefits of membership, premiums--or hand it off to the next person!
- When pitching with another person, think of the microphone or camera as a third person in your conversation.
- Say the phone number. More than you think you should.
- And the website too!

## When do people give?



### When we ask them...over and over...

The average audience hears or sees 5-7 pledge breaks before they take that step to invest. And, in general, they give what we ask for. So if we ask for \$10, we get \$10. If we ask for \$120, we might just get \$120.

Telling the listeners that "WE" need their dollars is **NOT** a motivation. **Telling them what they will get in return for their dollars are the things that they really care about most.**

Therefore, during the campaign:

You'll get... INSTEAD OF            We want...

You'll feel... INSTEAD OF            We need...

You'll make a difference... NOT    You should...

## Who is our audience? (national stats)



- 75% public involvement
- 61% vote
- 61% dine out
- 58% college degree or beyond
- 27% graduate school attended/degree
- 61% married
- 74% employed
- 27% professional
- High value on creativity, curiosity, and social consciousness and have a strong attachment to nature and the environment.
- Enjoy trying new and different things, but are not motivated to do so by a sense of trendiness.

## What does our audience value?



<u>Qualities of the Mind</u>	<u>Qualities of the Heart</u>	<u>Qualities of Craft</u>
<ul style="list-style-type: none"> <li>• Love of lifelong learning</li> <li>• Substance</li> <li>• Curiosity</li> <li>• Credibility</li> <li>• Accuracy</li> <li>• Honesty</li> <li>• Respect for the listener</li> <li>• Purpose</li> </ul>	<ul style="list-style-type: none"> <li>• Humor</li> <li>• Idealism</li> <li>• Inspired about public life and culture</li> <li>• Civility / belief in civil discourse</li> <li>• Generosity</li> </ul>	<ul style="list-style-type: none"> <li>• Uniquely human voice</li> <li>• Pacing</li> <li>• Attention to detail</li> </ul>