
PLEDGE PITCHING TIPS



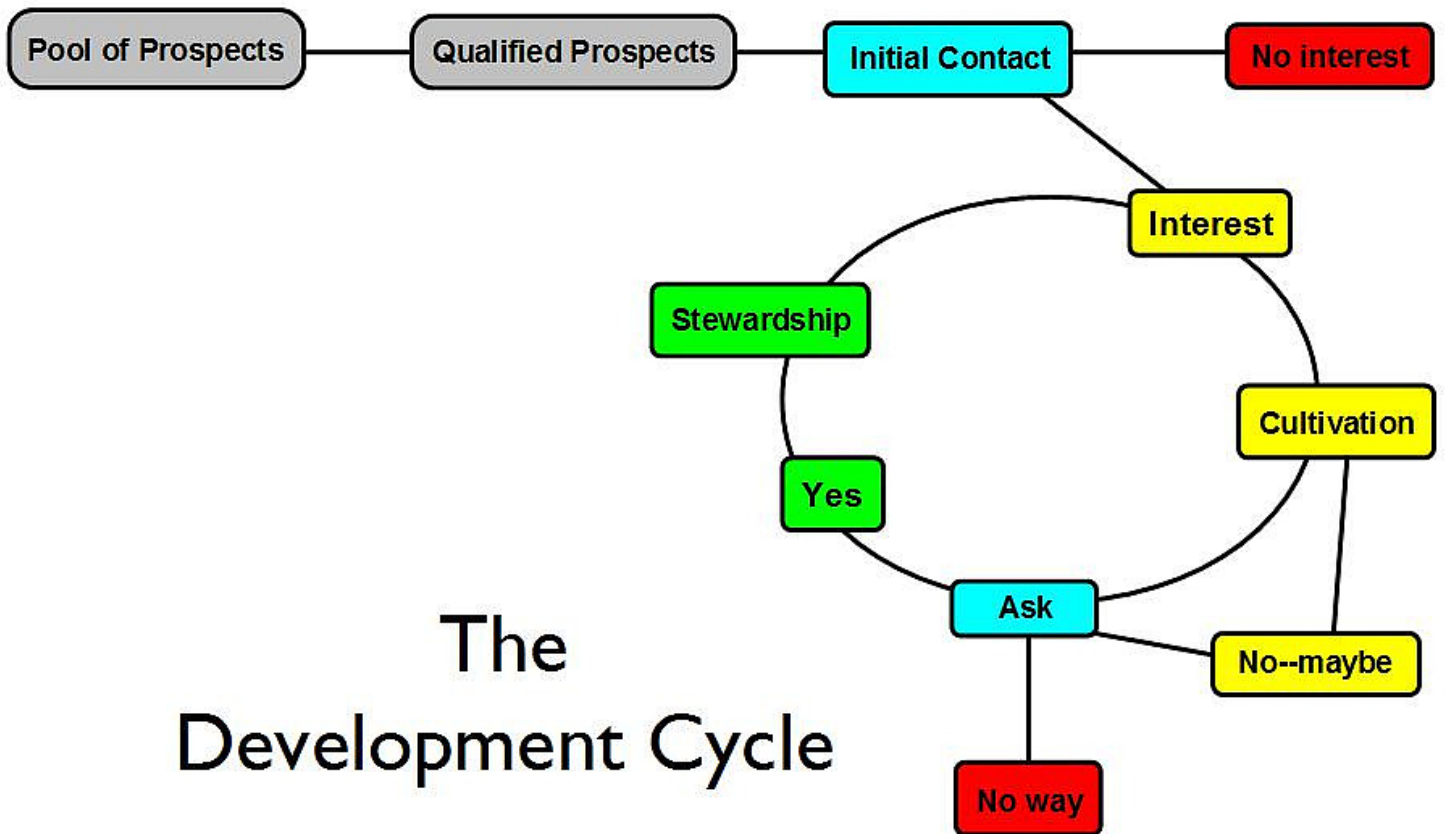
Welcome to Fundraising

On-air fundraising is one of the most important tools in public media's toolbox...so what are we trying to do?

Make new friends

Keep our good friends

Entertain and educate



The
Development Cycle

What motivates you?

Principle
or
Ideals

Status
or
Role

Action
or
Emotion

VALS

Strategic Business Insights

<http://www.strategicbusinessinsights.com/vals/presurvey.shtml>

What is your role?

The Tipping Point by Malcolm Gladwell



Connector

You may fill one or more
of these roles



Expert or Maven



Closer

Duties of On-Air Talent



What the audience needs from us during the break: inspiration, information, and motivation.

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

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

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?



Qualities of the Heart

- Humor
- Idealism
- Inspired about public life and culture
- Civility / belief in civil discourse
- Generosity



Qualities of the Mind

- Love of lifelong learning
- Substance
- Curiosity
- Credibility
- Accuracy
- Honesty
- Respect for the listener
- Purpose



Qualities of Craft

- Uniquely human voice
- Pacing
- Attention to detail

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!

Pointers



When you are wearing or are in front of a microphone, ALWAYS assume the mic is "hot"!

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.

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 or viewers will forgive and even 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 audience's interest; to increase the average gift; and to give the member something tangible that will extend the pleasure s/he received in using the station.



Tips for TV

What not to wear: In general, avoid wearing white and black together, as it can be too contrast-y. Also, avoid small patterns and stripes, as it can cause the image to moire, like this:



Also, err to the side of business attire. It's better to be more formal than more casual.

It's usually best for both men and women to wear a suit jacket or blazer, which is easier to mic. Women, avoid dresses, as they are really difficult to mic and hide the cord!

When possible, wear a belt or at least pants or a skirt with a stable waistband to clip your mic pack to. Also, pockets come in handy.

Most of the time, solid, rich colors are best, since they tend to look best on camera and also are the least "date sensitive" regarding fashion.

Makeup: even guys will need it. Don't go all theater crazy with it, but you need a translucent powder at minimum, and ideally, you want to look a little tan.



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