

KKCR Pledge Drive Pitch Packet

A Guide to Happiness and Successful Fundraising for You and Your Listeners!

Stay **upbeat**, and keep your message **positive**!

Remember, listeners don't donate money unless we:

- Give them a good reason to.
- Clearly explain to them how.

The most effective pitching comes from the heart!

- You must believe in KKCR, love the program you're pitching, and convey your own passion to the listener!
- If you don't really care, the listener will know it. And they won't care either. And they won't give.

Don't apologize for fundraising!

We're asking for a little help from our listeners to provide the funding that makes KKCR possible. We air programs they care about! All you have to do is help them understand how it works, and they'll be happy to give!

In a very real sense, your pitch is a "sales pitch." You're selling the program you're pitching.

So please listen to the program you're pitching, before and between pledge breaks.

Talk up the program, its value, how much you like it.

Refer to specific topics, music or other program elements you and the listener have just heard in the previous program segment.

**Not giving the phone number often enough
is one of the most common problems in our pitching.**

So give the phone number LOTS!!! Too much is just enough.

When you make a brilliant and compelling point during your pitch, it will be lost if it's not immediately accompanied by the phone number.

Without it, the listener cannot act on what you've said.

And, the phone number should always be the very last thing you say as you finish the pledge break and go back to the program.

Give the Phone Number Slowly. Make sure the listener has the opportunity to hear every single number. Be especially careful not to drop off as you're giving the last couple digits.

Saying the phone number a lot is better than not saying the phone number enough.

Better yet if the listener understands ***why*** you're saying the phone number.

- Call 826-7771 right now to pledge your support to KKCR.
- Call 826-7771 right now to help pay for the programs you listen to on KKCR.
- Call 826-7771 right now to become a supporting member of your community radio station.

Online Pledging

Remember to incorporate the online pledging option into your pitching, along with the phone numbers. "You can pledge online right now! To access our secure pledge site, go to KKCR.org and click on the Donate button

Pay attention to **what** you're saying; pay attention to **content**.
Don't just talk to fill the time allotted.

Everything you say must be aimed

at giving the listener a reason to call and pledge.

Listeners need to understand WHY we are asking them for money:

Over 30% of our annual operating revenue comes from listener contributions.

We are listener supported, volunteer driven. This is revenue we absolutely must have to keep KKCR, and all of their favorite programs, on the air.

Use the “Fresh Pitch Ideas Box”

Read it and think about it before you start pitching.

Keep it with you while you’re pitching.

Anytime you’re stuck for something to say, just take one of these talking points and elaborate on it.

Think about it, talk about it, make it meaningful for you and the listener.

Always include a call to action. State your case, and then tell your listeners what to do: call now with your pledge of support.

And give the phone number.

“I” & “You”: Talk Directly to one Listener

Individuals respond to individuals. You personally are asking one listener to support KKCR. If that one listener perceives you and relates to you as a real human being, they are much more likely to respond favorably to your request.

Help them to see you as a real person. Use “I” instead of “we,” speak from the heart, directly to one person, as if you were having a one-on-one conversation with one person.

Create a Sense of Community

Lots of very different people listen to KKCR. But we all share a common bond – an appreciation for the very special programming that only KKCR provides.

And that bond links us together in the KKCR community.

Use the word “community” often. Make your listeners feel included, make them feel that they’re part of something very special.

Talk to Listeners Who Have Never Contributed Before

First and foremost, make them feel welcome. Remind them that they are already part of the KKCR community, and that we’re grateful just to have them listening.

Then convince them how much more fulfilling their sense of community will be when they take an active role – by making a contribution to support the programs that brought them into this community in the first place.

Don’t talk too long!

Rule of thumb is about 60-90 seconds, then hand it off to your pitch partner or music.

Keep your message concise and to the point.

If you keep your pitch focused and simple, you can easily make your point, and follow up with a call to action, in a minute’s time.

Here’s a good basic formula:

- Pitch point: strong, concise, compelling, motivational.
- Call to action: “Call now to pledge your support.”
- Informational points: phone number, pledge amount, payment options, etc.

You can do all of that in a minute or less if you stay focused.

Try to strike a balance between **pitch points** and **informational points**. Your listeners need to hear both.

Pitch points are all of the reasons why a listener should call and pledge, including:

The practical – their dollars help pay the bills that keep us on the air.

The emotional – they LOVE KKCR!

The altruistic – supporting KKCR is the right thing to do.

Informational points tell them how to pledge:

The phone numbers.

How much to pledge.

Payment options.

Premiums.

What happens when they call the pledge line.

How long it takes.

Matching gifts.

Know the Basics

In order to adlib effectively, you must be thoroughly familiar with all the basic facts of pledging:

This is KKCR's Spring 2018 Fund Drive. The on-air campaign begins Tuesday March 20th and ends Sunday, April 1st at noon.

- Phone number: 826-7771 or 826-7774
- Our phone volunteers are ready to take your pledge right now.
- You can pledge online anytime, at www.kkcr.org.

Suggested Pledge Levels

- The suggested one-year KKCR membership is just \$50.
- Encourage higher pledge levels: \$75, \$100, \$150, \$365, \$500, \$1,000.
- BUT, pitch no more than two pledge levels at a time.

- The pledge levels above are suggested amounts; we welcome pledges in ANY amount. No pledge is too large or too small!

Payment Options:

- You can charge your pledge to any credit card for any amount
- OR, join our Sustaining Members. Thank the current sustaining members for their support. With direct monthly transfers you can have \$5 or more each month transferred from your checking account or credit card, directly to KKCR. Donors may specify any amount. Monthly contributions continue until donor gives instructions to stop.

OR, if you'd rather not call, you can mail a check right now. Make it payable to KKCR, and send to: KKCR, P.O. Box 825, Hanalei, HI 96714

What happens when you call the pledge line?

Volunteers are ready to answer your call, and they will take you through the pledge process. They'll take your name and address, ask how much you'd like to pledge, and tell you about payment options. That's all there is to it; it's quick, easy and it's confidential.

Confidentiality

KKCR DOES NOT sell, trade, or give members' names/addresses/phone numbers to anyone for any reason.

PREMIUMS

First, remember that we are not selling premiums. The real premium, the payoff, is the programming. Listeners love our programs, and that's what they get when they help to pay for them.

But we can use premiums as an incentive to pledge a little more. If someone is thinking about making a \$40 pledge, and then they hear about the KKCR Tote bag for just \$10 more they may donate \$50 instead.

Pitching Pointers, Quick Reference

Keep this with you when you pitch, and review it often.

- Relax, use a conversational tone.
- Smile!!!!!!!!!!!!!!
- Convey your own enthusiasm and energy.
- Talk to one listener: “YOU.”
- Keep it simple.
- Say THANK YOU a lot.
- Let listeners know how truly grateful we are that they’ve chosen to listen to KKCR, and how grateful we are for their support.
- Look at everything from the perspective of the listener. What does the listener want or need? How does KKCR satisfy those wants and needs?
- Appeal to their feelings/emotions.
- Help listeners feel important; convince them that their pledge makes a difference.
- Have fun! It’s OK to crack a joke. (But avoid “inside” jokes.)
- Make it personal. Share your own feelings, get the listener to think about hers/his.
- Emphasize your own personal commitment and excitement about the programming.
- Say THANK YOU again.
- Stay focused on the basic message (fundraising!).
- Listeners must understand the basic premise: “Your financial support makes community radio possible; call now to help pay for the programs you listen to.”
- Listeners are tuning in and out constantly. Repeat the phone numbers and other basic info often.