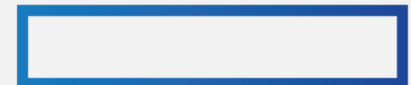


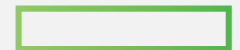
# Music Station Fundraising in the Time of COVID-19

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# Today's agenda

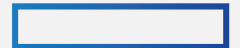
- Greater Public's recommendations on drives
- What some of your peers are doing
  - Kristin Laporte – WTMD
  - Virginia Alvarez & Melissa David – KMFA
  - Erin Lightfoot– KEXP
- Going forward – sending the right messages to your listeners and givers
- Resources for you



# Recommendations

It's okay to ask for money,  
but don't interrupt  
programming to ask for it.

Address your drive plan  
when you have one or if  
you've already talked  
about it.

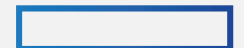


# What your peers are doing

Welcome Kristin Laporte from WTMD



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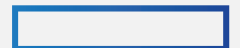


# What your peers are doing

Welcome Virginia Alvarez & Melissa David  
from KMFA



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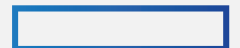


# What your peers are doing

Welcome to Erin Lightfoot from KEXP

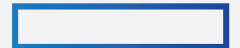


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# Going forward

- Show Your Value
- Listen and Respond to Your Community
- Keep Fundraising – Be Smart About It
- Reach Out For Help



# Resources for you

Resources to help you navigate your fundraising challenge during the COVID-19 outbreak:

Greaterpublic.org

Blog about fundraising during the Coronavirus crisis:

<https://go.greaterpublic.org/blog/when-to-stop-an-on-air-drive-due-to-major-news>

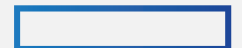
[Our latest fundraising scripts:](#)

<https://www.greaterpublic.org/resources/scripts/>

Our on-air fundraising toolkit:

<https://www.greaterpublic.org/resources/on-air-fundraising-toolkit/>

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# Contact us

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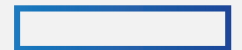
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