

On-air Fundraising During a Global Pandemic

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Recommendations

Jay Clayton, Greater Public

- Ask for money
- Be tasteful and thoughtful
 - Put public service first
 - Stay focused



Vermont Public Radio

Kari Anderson, Program Director
Cody Fiala, Development Services Director

- Partnership with Vermont Community Fund – 50/50 split
 - Revamped Spring Drive – Five Days
- On-air spots, website, e-mail – no programming interruptions

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Vermont Public Radio

Kari Anderson, Program Director
Cody Fiala, Development Services Director

RESULTS

- \$85k, split equally
- Quick turnaround
- Goodwill from the community

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Capital Public Radio

Ben Adler, Program Director
Jennifer Halm, Director of Membership Engagement

- Throwing out the rule book
- Duration is much longer, lead-up to May 7 Day of Giving
- Phased roll-out with response determining next steps

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Capital Public Radio

Ben Adler, Program Director
Jennifer Halm, Director of Membership Engagement

- Style of messaging
- Potential for live pitching
- RESULTS SO FAR?

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Greater Public Resources

Jay Clayton, Greater Public

- Greaterpublic.org -- COVID-19 resources open to everyone
- Additional resources for Greater Public members
 - On-air fundraising toolkit: <https://www.greaterpublic.org/resources/on-air-fundraising-toolkit/>
 - Scripts: <https://www.greaterpublic.org/resources/scripts/>
- Blog about fundraising during the Coronavirus crisis:
 - <https://go.greaterpublic.org/blog/when-to-stop-an-on-air-drive-due-to-major-news>

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QUESTIONS?

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Thank you for attending!

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