

# Summer 2021 On-Air Fundraising Kick-Off

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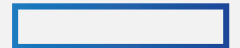
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# Today we'll discuss...

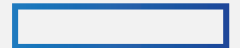
## Your summer campaign:

- What to expect
- What is your message?
- Tips for success
- What are your colleagues doing?



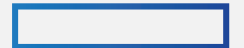
# What to expect

- Look to 2019, not 2020
- Many non-profits are seeing a decline in givers



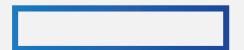
# What is your message?

- News: One foot in, one foot out, still a lot to learn
- Music continues to be a comforting, soothing experience against the backdrop of a tense, uncertain time



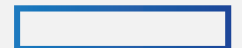
# Tips for success

- When pitching, listen to each other and to your programming
- Build pitches around your programming, not generic messages



# Our colleagues

- WYSO, Yellow Springs, Ohio
- WHYY, Philadelphia, Pennsylvania



# WYSO

## **Spring 2021 (3/9-3/14/21)**

Less participation overall, but still able to exceed revenue target:

Goal: 1,000 donations, \$160,000

Result: 934 donations, \$171,000

Participation performance is better compared to March 2020, but still down compared to pre-pandemic

New member acquisition still a challenge, but other segments remain steady or improved slightly

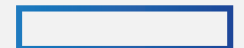
## **FYE 2021 and Fall 2021 plans:**

General: continue with participation goals as main metric we communicate to our listeners, keep revenue goals similar to FY21, listen to how we pitch and strive to make it conversational and in conversation with the content we're pitching out of

June 2021: having a fun participation element with lower min. donation to encourage new/rejoining members and upgrades

Fall 2021: maintain focus on member acquisition and upgrades, utilize a social good match or some other non-gift incentive to donate

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# WHYY

Listener focused timing/messaging/elements

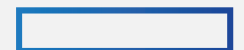
Value of the messenger

Upbeat/surprise and delight

New/Sustainer/EFT



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# WHYY

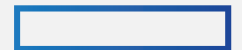
## **Web Comment 1:**

When I lived in the suburbs, I used to have driveway moments where I would sit in the car to finish listening to a news story. Now that I live in the city (and don't even commute to an office at all at the moment), I have hair dryer moments where I can't start to dry my hair until a story has ended. That's how important you are to me.

## **Web Comment 2:**

I, too, instead of having driveway moments, am having hair-drying moments!!!!

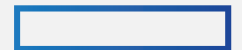
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# Resources for you:

## Scripts and fundraising toolkit:

- <https://greaterpublic.org/resources/membership/scripts/>
- [On-Air Fundraising Toolkit](#)



# Contact us

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