

2021 Fall Drive Pitch Primer

Overarching Goal and Strategy:

- *Raise at least \$XXX*
 - We need you to help fund the music, community and connection you turn to at KEXP.
- *Participation is key*
 - Focus your calls to action on asking **“you”** the listener to make a donation/join the donor community and on the impact **“we”** can have when we come together to support something that reflects our values or enhances our lives.
 - It's so important that everyone who can make a gift, makes a gift today. **Every single gift of every amount makes a difference.**
 - This drive, we are hoping to see support from *over XXX* donors in our listening community.
 - **If you are listening and haven't become a donor yet**, your gift now has an immense impact. Now is the perfect time to become a KEXP donor.
 - **Most NEW donors join KEXP during Drives**, so it's important to speak to potential donors in your case messaging. Don't assume they already know why we are asking for their support or the impact of their gifts.
 - **If you're already a donor - THANK YOU.** Each year, you make KEXP better by trusting us to bring you good music and community. We are proud to be funded by music lovers, and that means we depend on your continued support each year. So if you can make a gift today...
- *Pitching should be efficient, direct, transparent and reflective/emotional -* We should acknowledge why we ask for listener support and why we need funding, and communicate the value and impact we provide to listeners. Our messaging should focus on the experience of listeners today and why they listen to KEXP. **What's important to them?**
 - There's a reason you are listening to KEXP right now. And, at any time, it's free for everyone to listen, whatever your reason for needing music right now. But to those who can give, we ask today for you to give.

- **This is an online only drive.**

- The process to donate is fast and easy. Just go to KEXP.ORG to make your gift right now.

- **Encourage monthly giving**

- Giving monthly as an Amplifier can be a **budget-friendly** way for donors to support KEXP. It has a **HUGE impact** on providing a **reliable foundation of funding** for KEXP to create the programming you love and pay for the staffing and resources needed to do this 24 hours a day, 7 days a week. More than half of our annual funding comes from the support of monthly donors, whose **giving starts at \$6 a month**.
 - The ongoing sustaining support of Amplifiers is critical to our financial health and long-term planning. While we accept and welcome one-time gifts, **please suggest the monthly amount first** in your pitching.

Overall Drive Tone

- **Hopeful, forward-looking, optimistic** - Music lifts our spirits and brightens our lives, and we're powering a source of hope and comfort for this community throughout times of change, whatever that means for your life.
- **Positive, supportive** - Our tone is not heavy, solemn, or cynical. Wherever people are at, they look to us for much-needed respite, comfort, and community. It's okay to acknowledge what's going on and that not everyone might be in a great place right now (and you can be honest about how you've been feeling, too!) but don't get too mired down.
- **Warm** - Welcome and invite all listeners to participate in the KEXP donor community. We are so proud to be listener-powered. *Every gift matters and is valued.*
- **LANGUAGE NOTE: As you bring the positivity, remember challenging times are not "over" and it's not "back to normal."** Just remember there is no universal experience of the past 18+ months, and that's still true right now.

AVOID:

"Back to normal" -- normal was not working for many

Talking about the pandemic as "over" - it's still ongoing

Saying that "we" are all "moving on" - lots of folks are grieving or impacted still

INSTEAD:

You can be optimistic and hopeful about forward motion!

Things are changing and we want them to keep changing for the better!

You can talk about your own experiences!

KEY THEMES & INSPIRATION THIS DRIVE:

**You are not alone, comfort, steadiness, connection,
reverberation of support**

- *Music keeps us inspired, keeps us grounded, keeps us going.* We're hearing from our community that you've been relying on KEXP as something steady when things feel unpredictable, in these times of change and adaptation. When you support KEXP, you're ensuring the music will always be there for you through it all. If you're counting on KEXP right now to keep you grounded through whatever comes next for you, please make your donation at KEXP.ORG and help power a source of music you can always turn to when you need it.
- *Music brings comfort but keeps you connected:* With all that's going on in the world, music helps us find some comfort and relief without totally tuning out -- because music helps you stay in sync with yourself, helps you know you're not alone, helps you feel connected to something bigger. When you donate to KEXP, you're powering not only great music but also the sense of connection it brings. If that's something you value about KEXP, please make your gift now.
- *A place to be together:* There's a lot in life that's making us feel isolated or disconnected, but when we're all tuned in and enjoying the same songs, it's easier to feel that we're together. When you're listening to KEXP, you're not alone. You're hearing these songs, connecting to the music, and at the same time, a person you might not even know is listening too, maybe even feeling the same things. Our experiences are all different but we all believe music matters; KEXP is a way to feel like part of a community, wherever you are. Support a place where music matters with your gift now.
- *Your gift impacts a whole community:* There's a reason you're listening right now. And your reason might not be the same as the next person's. But, your support makes sure that KEXP is there not only for you -- you make sure KEXP is there for others, too. Without your support, without the power of thousands of listeners coming together, the sounds of KEXP and the music and connection you rely on here would fade away. We are grateful and proud to be serving a global community of music-lovers and when you make a gift to

KEXP, it reverberates around the world and into the future, from listener to listener. Make a positive difference for your community and make a gift now.

Miscellaneous Tips:

What words have we heard lately from listeners expressing the role KEXP plays in their lives?

- “KEXP is getting me through”
- Positivity and hope
- Lifeline
- Refuge from news
- Companion
- Company
- More connected/less alone
- Highlight of the day
- A light in the darkness/bright spot in tough times
- Hope, joy, peace
- A light in the darkness
- To help process emotions; to feel
- To learn more about the world through music