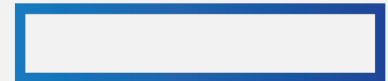


# Spring 2022 On-Air Fundraising Kick-Off

Erin Lightfoot, Director of Annual & Digital Philanthropy, KEXP  
Jay Clayton, Individual Giving Advisor, Greater Public

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# Today we'll discuss...

Your spring campaign:

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

# What to expect

- Direct mail delays
  - Printing
  - Processing
  - Delivery
- Allow more time for your letters to drop on time

# What to expect

- Look to spring and fall 2021 more than December
- December givers aren't like everybody else

# What is your message?

- News and music: Focus on the emotional connection with your listeners, how you make them feel
- News fatigue is real; focus on the listeners you have
- Music continues to be a comforting, soothing experience against the backdrop of a tense, uncertain time

# Tips for success

- According to RRC Nielsen audience estimates for news stations are all over the place
- Know your trend and plan accordingly

# Tips for success

- Continue to appeal to new members
  - Sustainer acquisition / rejoins
  - New member messages bring back former members

# Chat Waterfall

Type in the chat box but DON'T PRESS ENTER:

What is one word that your  
listeners would use to describe  
your station?

Type in the chat box but don't submit yet!

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# Our colleagues

## **Erin Lightfoot**

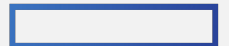
Director of Annual & Digital Philanthropy  
KEXP in Seattle, Washington



# Resources for you:

## Scripts and fundraising toolkit:

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



# Contact us

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