



AM 890 Homer Alaska

KBBI – One-Day Drive, Friday April 7th, 2006 – Our post-mortem

KBBI's One-Day Drive - What happened? If we had it to do over again, what would we keep? What would we change?

Have fun

Pre-drive promotional spots were outstanding. Kathleen did a great job of taking the basic information and bringing in talent that could make the spots fun and engaging. There were 15 pre-drive spots rotating in the two weeks before. The first week's spots were retired when the second week's spots were started. Week 1 had date references. Week 2 had day references. Neither sets included the phone number. Some of them used the web address for early pledging.

Don't take yourself so seriously

If we were to do it over again, we would have recorded post-drive thank you spots in the same character as the pre-drive promotional spots. We would have also tried to create some "evergreen" promotional spots that could have been used again for future on-air drives.

KBBI hosted a chamber of commerce event two weeks prior to the drive. Sonja took advantage of the opportunity to record several community business people saying thank-you. It worked great. Guests were given scripts they could work from. Spots were about 15 seconds in length.

If we were to do it again, it would be more intentional. We would invite core volunteers, underwriters, heavy givers and board members. We would make it a "kick-off" party. We could use the time to record pre-drive spots, testimonials, as well as thank you and general support messages for year-round use.

We used a pre-drive mailing that was fairly simple. It explained what we were doing and asked for support. The request form included fewer suggested pledge levels. Average pledge did not change significantly, but if done again, we would use more pledge level options.

We used only two premiums, the ceramic mug for all pledges and an additional downloadable audio book from Audible.com for online web pledgers

Everyone that pledged at any level got the mug. This is a significant departure from the past. We gave two mugs at the \$89 level or greater. There were no higher-level premiums. At KBBI we encourage members to come to the station to pick up their mugs. If we were to do anything differently, we would have pledge takers try to tell everyone that, and we would have post drive spots immediately after the drive reminding people to

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come by during regular weekday business hours. We had a few people try to come by over the weekend, but the weekend host wasn't able to help.

Wake up early

Allow yourself rest before the drive. In a one-day drive, there's not a lot of room for low energy.

Our pitchers and phone answerers arrived at 6:00AM to pitch at 6:30, but food and coffee wasn't available until about 7:00AM. If we were to do it over, we would have a designated host to coordinate early arrival of food and drinks as early as 5:00 to make sure everything was in place and volunteers needs could be met. If we did it again, we would start pitching at 6:00AM.

All our pitch breaks were live and unrehearsed. Done over, we would pre-record the first two pitch breaks. We would also have our morning host practice dumping out of Morning Edition prior to the drive.

We would also avoid making last minute program adjustments.

It's okay to reschedule a local program from a different day if it brings loyalty and allows a smooth flow from one program to another.

In most cases, both the PD and DD briefed the incoming on-air pitchers. We were able to give them an overview of where we were relative to goal. It was also very important to perpetuating the upbeat and positive character of the day.



Live for the day

We reached goal much earlier than expected. It happened about 9 hours into the drive. This caused some concern because we couldn't pitch the 200-pledge goal anymore. However, we were able to change the messages that the pitchers were using. We chose to start celebrating the achievement and inviting others to join in as a show of community support. If we could have done it differently, there would have been a complete change of pitch materials ready to put into place.

This brings up another question. What do we do if we're not making goal. It's probably appropriate to give that some thought and have another set of messages that we can use in that case. Perhaps we state that there will be a post drive mail campaign to reach the people we've not heard from.

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Many people asked what would happen if we didn't make goal. The sort answer is that we prepared for success. We expected success. Had we not made the goal Jonathan was prepared to write 200 handwritten notes to our best prospects.

Hand pick your best

The two-person pitch teams that were chosen were very effective. The pitchers were chosen by consensus of the PD and DD. The chemistry was great and the individuals were knowledgeable about the program and the station. They were able to stay focused on message and upbeat.



At least two of the teams had chemistry where one person was the logical one, and the other pitcher was the passionate one. We would do it the same, but we would also like to start thinking further ahead to choose and groom pitchers.

We did have one instance where a pitcher came to the station with an issue about a recent program. Staff generally picked up on some uneasiness or “vibe”, but it was not clear at the time what it was. Done differently, we would probably address on-air “comfort” issues openly with prospective pitchers as a part of advance training. If there were something that needed to be addressed, it would be best to have an ombudsman or other person address it quickly.

Avoid negativity or naysayers in the building.

We had two instances where pitchers had to be substituted in the week before the drive. One pitcher had a death in the family. The other became ill. We were able to make adjustments, but done differently we would try to designate a substitute pitch team in case we had an unexpected last minute cancellation. Identify a “logic” person and a “passion” person to be called on if a substitution is needed.

We would also have all pitchers prerecord testimonials that could be used year-round as a part of a training session.

It was easier and more productive to have a few really good, fun pitchers. It was great to not feel obligated to have people that were painful to listen to. Even though we are a community station, it seems unfair to corral good people into uncomfortable roles.

Overall, shift changes happened very smoothly. At about 9:00AM we were seeing our first complete change in pitchers and phone answerers. We handpicked and invited our best volunteers. Incoming shifts were able to observe the previous shift in action and quickly make a hand-off with minimal difficulty.

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It's how you say it

Post the basic messages on the walls of the on-air room. Repeat them a lot.

Our favorites were “This is incredible! I can’t believe the calls we’re getting!” and “If you’re having trouble getting through, keep trying! Or walk you pledge in!”

Another was “There’s no tomorrow in a one day drive!”

The upbeat way they were delivered for was very convincing and results matched it.

We spent very little time on case messages. Pitchers only had about five pages of information to choose from in the Pitch Bullet Points.

As a part of the pre-drive training, all the pitchers listened to an air check of the last fall’s “power hour”.

It's not about the stuff

Reduce the use of premiums. Mugs are good. They’re like a public radio totem. We gave a mug to everyone that wanted one.

When pitching, talk most about the programs and service to the community. Talk about the personal benefits.



Premiums should only be related to the station. It was easier for the pitchers to talk about the great programming than it was to sell thank you gifts.

Our most popular pledge premium was six days of pledge-free programming. Everyone got that, and many of our listeners told us how much they liked it.

Post a sign on the inside of the front door, “Did you get your mug?” We chased down a number of people that were so happy to give that they forgot to ask for their mug.

Work the averages

We pitched a 200-pledge goal rather than a \$19,500 dollar goal.

Our spring pledges average just under \$100. Using a pledge goal was easier and less stressful than pitching dollar goals.

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Listeners seemed to respond more readily, and it may have reduced “pledge performance anxiety.”

Pitchers weren’t tied to premium gift levels and were free to suggest pledge levels without explanation. They repeated the option to give what the listener could afford. In fact, the average pledge went up more than \$5 from the previous year.

We let the phone answerers be the “pledge counselors.”

It’s okay to tell listeners how much money is being raised.

Be the host

Walk-ins should be directed all the way into pledge central so they can see the activity and feel like they are a part of the action. Use lights or signage to direct people. Have Community Advisory Board or Board of Directors members welcome and direct walk-ins.

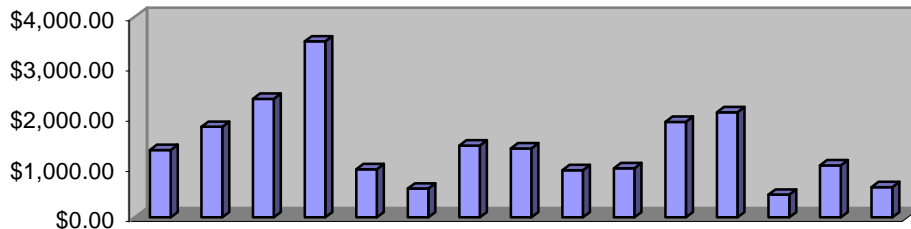
We realize we needed more help in the post drive cleanup. We would also want to have the janitor come in the day before to get us ready for walk-in guests.

The post-drive party was fun. We would do that again, but we might add live music in the studio.

Food was good, and there was lots of it. It probably needed to be staggered.

If we were to have alcohol, we would want to have a permit and a certified bartender serving drinks. Were we to do it over again, we would have arranged for a toast at the end of the drive.

Our party coincided with the Art galleries’ First Friday by design. This capitalized on a general festive atmosphere throughout the town.



6:00AM – 9:00PM plus 30 pre-drive mail replies
Goal: 200 pledges (\$19,500) - Result: 266 pledges (\$24,869)



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Jonathan's notes to other DDs

The preceding notes are largely influenced by a staff debrief. We intend to use these notes ourselves for future planning, although they are also written for other stations that might consider a One-Day Drive.

KBBI is excited to be a part of a wave of listener-focused fundraising that is more exciting and more productive. Our thanks go to Carol Young at WSKG in Binghamton for igniting our interest. She is another great resource. Congratulations to WVIA for having a successful event themselves on the same day we had ours.

We do not yet know what stations could pull off a one-day drive, but we suspect there are many. If you do use a one-day drive, please remember that every station is different. You must have every member of your team on the same page. We highly doubt that this stunt could have been pulled off without complete participation, cooperation and enthusiasm of our entire staff.

If you think about doing a one-day drive, we recommend having a grasp of John Sutton's "Power Hour" tactics. We found them indispensable.

We also recommend that you know the three reasons why listeners don't like fund drives. They interrupt the regular programming; they don't sound as good as the regular programming; and the character of the station changes.

You also need to know that listeners don't mind being asked for money to support the station. Let them know what it's for and what's in it for them.

Most of all make these ideas your own. Adapt them and get everyone in your staff involved. If you want to know if this idea works for you, go ask your listeners. They'll tell you. Ask them this, "If we could do our X-day drive in just one day would you like that? Do you think would you call in?" Listen carefully. Ask a bunch of you listeners. There are two answers you'll hear... "Yes!" and "Do you think you can do it?"

You may have to give up some old habits, but if your drives are getting longer and your listeners are tuning out, what could you possibly lose by making it more fun, easier, and more productive.

Jonathan Coke
KBBI Development Director

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Our Inspiration

What did **WSKG** do to turn things around? What was it that they did to achieve such incredible results?

- Schedule advance promotion on-air
- Make it an event
- Get staffers involved
- Take pledges over the phone, on the web and walk-in
- Have your phone answerers and pledge entry in one room.
- Have three “talent” people. Two to pitch and one to roam among pledge answerers and other staff
- Have everyone wear green for being “in the money”
- Build up excitement with giveaways and drawings for volunteers and staff
- Report results often
- Allow no room for pessimism and nay-sayers
- Did not use matching money
- Set up breaks like a regular drive – about 3x an hour
- Use all “close” statements – “case” statements are used in the run-up
- Get lots of pre-recorded messages with a theme
- Be fun and light and relate to the listeners – Be corny
- Create a theme and use it in the pledge reminders, too
- Use on-air thank you messages – stay on theme
- Every spot mentioned the goal – this allowed them to come back the next morning if they didn’t make it (they exceeded goal)
- Their web response was at ~38%
- The concept is much like John Sutton’s Power Hour, but not exactly
- WSKG used real comments and suggestions from listeners to produce the drive
- Know your listener – use that
- Use your common sense
- Be innovative

From: Carol Young [Carol_Young@wskg.pbs.org]

Hey Everyone!

...I thought I'd write to you all to share my excitement. We are holding a One Day pledge drive today. Usually we hold a 10-day drive in January with a goal of 600 new and lapsed members. ... I believe we're going to achieve this! It's sort of a power day instead of a power hour.

We promoted the daylights out of this starting 3 1/2 weeks ago. The last six days we had an old-fashioned radio serial program created in-house that really built momentum for today. If you go to wskg.com you can hear the serial promos and read up on One Day Wednesday.

Ok, time to put the shoes back on, head down to the studio and keep convincing everyone that we're going to make goal.

Hope your winter fundraising efforts are going well!

Carol Young
Membership Administrator
WSKG Public Broadcasting

Thanks Carol!

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