

MONEY FOR YOUR STATION

and ideas to get more of it



Your Needs:



MONEY TO CARRY
OUT YOUR MISSION



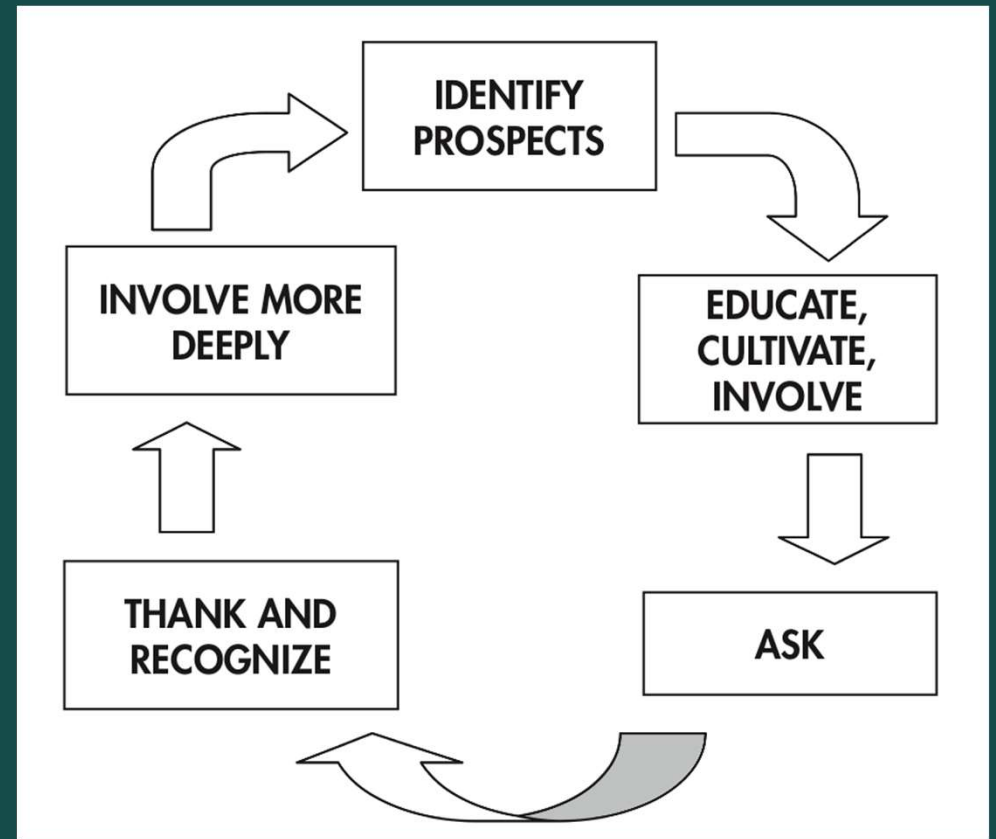
YOU CAN DO MORE
WITH MORE

Nathan's Truism:

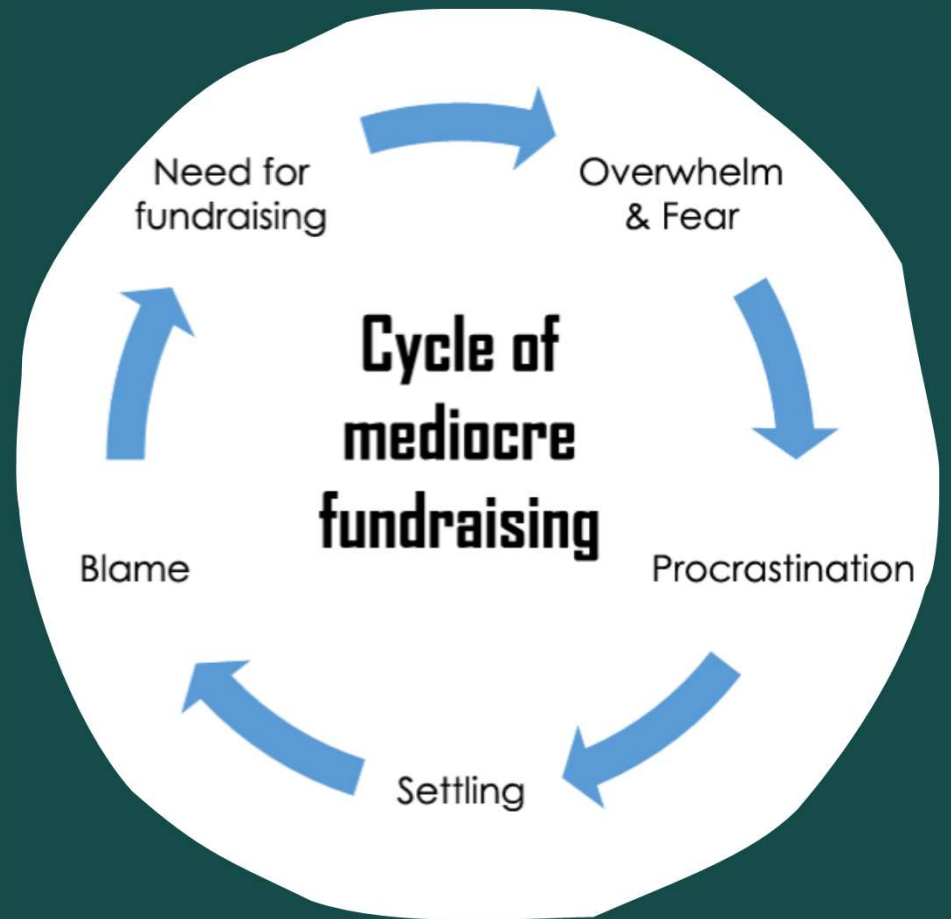
People are most likely to give
when we offer them:

a meaningful personal relationship
combined with meaningful content.

Cycle of Fundraising



What sometimes happens instead...



Start with an organizational assessment

- What impact factors could affect fundraising?
- What's your capacity (time, money) to invest in new strategies?
- Are you doing anything that's no longer effective?
- What's your greatest opportunity for revenue growth?
- What challenges or pitfalls lie ahead?

SOLICITATION

- Pledge
- Direct mail & email
- Sustainer program
- Events / special campaigns
- Acquisition

Pledge Drives

- Keep it listener-focused and on-message
- Require host refresher training, pitch partners, and good practices
- Strongly encourage sharing with personal networks

Direct Mail & Email

- **RENEWALS:** Once per quarter, send renewals / reminders
- **LAPSED.** At least once per year, Lybunt/Sybunt campaign
- **YEAR-END GIVING.** Send to broad swath of your donor.
- **ADD-GIFT.** Add'l gift solicitation 30-60 days after donation.



WTJU 91.1 FM
University of Virginia
PO Box 400811
Charlottesville, VA 22904-4811
434-924-0885
wtju.net

February 1, 2021

Dear «inside»,

During these long and difficult months of distancing and separation, finding inspiration and connection has been essential. We've all had to evolve.

It's one reason why folk & roots on WTJU has been such a treasured community resource: WTJU has evolved with these crazy times. Whether it's DJs hosting from home studios or socially distanced live music, we have been able to bring harmony and renewal to so many people.

Our evolution continues during this year's WTJU Folk, Roots, and World Marathon, airing round-the-clock music from February 15 - 21.

Whether your favorites are John Prine, Rhiannon Giddens, Taj Mahal, John Jackson, or Dolly Parton... when you connect with WTJU's Folk Marathon, you'll find authentic music playing *for you*.

WTJU amplifies local artists, and this year's Folk Marathon will air live music every day *for you*. We're excited to share that the line-up includes Bob Girard & Charlie Pastorfield, Chamomile & Whiskey, Michael Clem & Rusty Speidel, Earlysville Bluegrass Boys, Beleza, and more!

WTJU is here *for you* - and it's *because of you* that we continue to survive and thrive!

Your generous support keeps WTJU's folk, roots, and world music going strong in Charlottesville. With your support, WTJU connects you with your community and music you love... And introduces you to new artists you didn't know you love.

Take a minute today to make your donation to support WTJU's Folk Marathon. Use the enclosed envelope or donate online at wtju.net/donate.

Detach here and return with your gift.

(continued on back)

YES, I want to support WTJU with a tax-deductible gift! I would like to contribute:

A *one-time* gift of:

\$200 \$100 \$50 Other: \$ _____

My check to WTJU is enclosed.

Charge my credit card:

Card #: _____

Exp. Date: ____ / ____

Signature: _____

Note: If you would like to set up a recurring monthly donation, please do so at wtju.net/donate

«first» «last»
«addr»
«city», «st» «zip»
Phone: _____
Email: _____

My company will match my gift. I have submitted the appropriate form.

WTJU P.O. Box 400811, Charlottesville, VA 22904
(434) 924-0885 | <http://wtju.net>

WTJU does not sell or trade your personal information.

Great music stands ready to bring harmony out of a disorderly day, beauty to a gray afternoon, inspiration to your evening - a grounding balance just when you need it most.

During this year's Folk Marathon, we're airing a special retrospective on Alligator, Charlottesville's favorite for Grateful Dead tunes and associated vibrations. The show will feature members of the band over the years.

During the Marathon, we welcome musicians from all over the United States as guest hosts, including Missy Raines, Rayna Gellert, Betse Ellis & Clarke Wyatt, Casey Driessen, Andrew Green & Craig Akin, A'yen Tran & Joe DeJarnette, and Craig DuBose.

It's a veritable cornucopia of folk, roots, and world music - all programmed to replenish you and help you connect with other people. When you think about how music elevates your day... when you look back at moments that this music made memorable... it's clear that WTJU's public service deserves YOUR support today.

Help us raise \$60,000 for the WTJU Folk Marathon. Please donate to WTJU today using the enclosed envelope, or online at wtju.net/donate.

Thank you so much,

Peter Jones
WTJU Folk Director

P.S. Great music on WTJU grounds you in inspiration, creativity, and passion each time you connect. Your donation of \$20 per month makes you a sustainer of WTJU, providing much-needed support throughout the year. Visit wtju.net/donate and set up a recurring monthly gift.

Subject:

Music to spark hope
for tomorrow

From:

Nathan Moore, WTJU

WTJU 91.1FM
UNIVERSITY OF VIRGINIA



WTJU's Folk Marathon is on-air now... tune in and donate!

I figure I've been hearing folk music my whole life. But I remember a particular time when I fell in love with it.

When I was a teenager, my dad and I used to go camping at the Greenbrier River in West Virginia. The campground owner hosted bluegrass jams from time to time. Music in front of us, the river behind us, and a campground full of people I didn't know but who suddenly felt closer. Music does that.

I miss that so much. People gathering together, connecting through shared music experiences. I'm hopeful it'll come back after the pandemic. I want to see y'all in person again.

These days, the best we can do is to connect through the music on WTJU. And that's no small thing... This week's [Folk Marathon](#) pulls out all the stops to bring our community together through music.

The Folk Marathon airs round-the-clock folk and roots specials through Sunday night. [Check out the schedule...](#) or just leave your radio or webstream on all day long.

It's music to keep our spirits up while we're feeling isolated or anxious. And it's music to spark hope for tomorrow. Folk & roots are the people's music.

WTJU is here *for you* – and it's *because of you* that we continue to survive and thrive! We're raising \$60,000 to keep WTJU alive and thriving.

[Please donate today!](#)

Thanks for being a part of our community, and thanks for supporting WTJU!

yours,



Nathan Moore
WTJU General Manager

WTJU 91.1FM
UNIVERSITY OF VIRGINIA



434-924-0885

WTJU
2244 Ivy Road, P.O. Box 400811
Charlottesville, VA, 22904
United States of America

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To manage your subscriptions,
[click here](#)

Subject:

WNRN is here for you

From:

Mark Keefe



WNRN
LISTENER SUPPORTED
INDEPENDENT
MUSIC
RADIO

We know that for many of us, these past few days have felt like an eternity. Whether you're stuck at home or fighting COVID-19 on the frontlines, we hope that we have been able to be a musical refuge for you.

WNRN is here for you. WNRN is here because of listeners just like you.

We have decided to modify our spring fund drive, so it will sound very different to you than usual. We will try to interrupt programming as little as possible, because we know that normal feels good in a time like this.

Your support of WNRN is crucial to provide our community with a much needed musical escape. Please support the station and artists in your community with a [contribution now](#). We know that there are a lot of people in our community that won't be able to support WNRN right now-- can you *play* it forward for them?

[SUPPORT WNRN](#)

When you donate before Friday, March 27th, you'll be automatically entered to win two Gold Circle tickets to see The Black Keys with Gary Clark Jr. and Yola plus an oceanfront hotel stay in Virginia Beach on Saturday, August 29th! We hope that when summer rolls around we'll be celebrating a return to normalcy! What better way to do that than at the beach?

Find out more and donate to WNRN here: <http://www.wnrn.org/>

All of us at WNRN hope that you're staying safe. If you'd like, our full library of in-studio sessions is on our [YouTube page](#) and you can check out our curated Spotify playlists [here](#).

Sincerely,
Mark Keefe
WNRN General Manager

WNRN Radio | 434-971-4096 | [WNRN.org](http://www.wnrn.org)

STAY CONNECTED



WNRN | 2250 Old Ivy Road, Suite 2, Charlottesville, VA 22903

[Unsubscribe nbrm9he@virginia.edu](mailto:unsubscribe_nbrm9he@virginia.edu)

[Update Profile](#) | [About Constant Contact](#)

Sent by membership@wnrn.org in collaboration with

Sustainer Programs

- Push monthly giving during drives and mail campaigns
- Promote throughout the year on-air
- System to recapture donors who miss payment
- Promote EFT/direct bank draft as best option

Events / Special Campaigns

- At most stations, low ROI
- Useful as kick-off or promotional tool for bigger campaign
- Very valuable for engagement



Acquisition Letters

- Very low rates of return
- Doesn't make money in Year 1
- Useful if you can convert into regular annual givers

STEWARDSHIP / CULTIVATION

- Email
- Mail
- Giving Clubs
- Phone Calls

EMAIL: Just after a gift

- Send email receipt right away
- Send stewardship email within 30 days
 - Half of public radio stations send zero stewardship emails within 45 days

EMAIL: Ongoing

- Newsletters: compact, frequent
- Harvest emails from everywhere
- Segment email recipients



**Meet
WTJU's
youngest DJ**

"Country Spotlight" kicks off today with WTJU's youngest DJ

Meet Oliver. He loves classic country, honky tonk, and outlaw country. With his 12th birthday coming up in a few weeks, he's WTJU's youngest DJ.

Starting today, Oliver hosts "Country Spotlight," a new monthly segment on *Cosmic American Jamboree* (Thursdays 12 - 2 p.m.), alongside regular host Lonesome George.

On the first Thursday of each month, Oliver will feature a different country act. This month's Country Spotlight features singer-songwriter and producer Bill Anderson.



Podcast: What does this election tell us about 2020 Virginia?

As of this writing, several states are still counting and recounting ballots, so we don't know the final outcome of the Presidential race. But we do know how Virginia voted.

This week, two of WTJU's podcasts -- *Bold Dominion* and *Soundboard* -- have teamed up for an analysis of what this year's election tells us about politics in Virginia.

Hosts & producers Nathan Moore, Mary Garner McGehee, and Aaryan Balu are joined by journalists Charlotte Woods (from *Charlottesville Tomorrow*) and Peter Galuszka.

[Listen to the episode here.](#)

Bold Dominion is a biweekly state politics explainer. *Soundboard* covers local news, equity, and arts & humanities in Charlottesville.

Both podcasts are members of WTJU's *Virginia Audio Collective*, home of more than a dozen podcasts produced by people in our community. Subscribe in Spotify, Apple Podcasts, or wherever fine podcasts are served.



**Guest DJ:
Jordan Tice**

Physical Mail

- Thanks card to larger donors
- Annual postcard to all donors



CAN YOU SPOT THE 5 DIFFERENCES?

Professor Bebop hosts his socially distanced radio show from the WTJU studios, April 2020



Giving Club ideas

- Special access / exclusivity for donors:
 - Studio tours
 - DJ meet-and-greet
 - Meet with GM over coffee
 - Ticket giveaways
 - Special party / events / concerts
 - Record on-air testimonials
 - Honor in annual report



Phone calls

- Call one donor per day. Two if you're ambitious.
- Tell that donor how much his or her gift matters to your station and its mission.
- Personalized gratitude makes a big impact on donors.

MAKE A CALENDAR

- Build on the organizational assessment
- Plot out all the things you'll do and when

WTJU FUNDRAISING CALENDAR 2021

Weekly tasks:

WTJU All email newsletter
WTJU Classical email newsletter
Phone calls to five donors

JANUARY

Thank you cards to EOY and Classical donors
Folk Marathon letter - write and send to printer
Folk Marathon t-shirt and promotions
PCLB grant report by 1/31
VAB internship grant

FEBRUARY

CPB SAS by 2/15
PCLB grant application by 2/15
Folk Marathon - Feb 15-21
Folk Marathon email 1: Feb 15
Folk Marathon email 2: Feb 20
Thank you cards to Folk donors

MARCH

Announce and promote summer radio camps
VA Arts grant app by 3/1
Bama Works app by 3/14
Arts Council app by 3/15
Rock Marathon letter - write and send to printer
Rock Marathon t-shirt and promotions
Music trivia night prep and promotions
Rock host profiles scheduled to web & social

APRIL

Faculty Research Grant app by 4/11
VA Humanities grant app by 4/15
Music trivia night 4/16
Rock Marathon - Apr 19-25
Rock Marathon email 1: Apr 19
Rock Marathon email 2: Apr 24
CACVB grant?

MAY

Thank you cards to Rock donors
Plan UVA reunions virtual events
EOFY letter to printer
EOFY soft campaign audio production
EOFY soft campaign images / social plan
LexisNexis grant by 5/31

JUNE

Hold UVA reunions events
Paul M Angell LOI by 6/7
EOFY soft campaign - June 14 - 30?
Hold summer radio camps

JULY

FY21 donor thanks postcard
Hold summer radio camps

AUGUST

Freefall concert?

SEPTEMBER

Freefall concerts?
Jazz Marathon letter - write and send to printer
Jazz Marathon t-shirt and promotions

Nathan's info:

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c: 434-249-7564

