Music Station Fundraising in the Time of COVID-19
Today’s agenda

• Greater Public’s recommendations on drives
• What some of your peers are doing
  – Kristin Laporte – WTMD
  – Virginia Alvarez & Melissa David – KMFA
  – Erin Lightfoot – KEXP
• Going forward – sending the right messages to your listeners and givers
• Resources for you
Recommendations

It’s okay to ask for money, but don’t interrupt programming to ask for it.

Address your drive plan when you have one or if you’ve already talked about it.
What your peers are doing

Welcome Kristin Laporte from WTMD
What your peers are doing

Welcome Virginia Alvarez & Melissa David from KMFA
What your peers are doing

Welcome to Erin Lightfoot from KEXP
Going forward

• Show Your Value
• Listen and Respond to Your Community
• Keep Fundraising – Be Smart About It
• Reach Out For Help
Resources for you

Resources to help you navigate your fundraising challenge during the COVID-19 outbreak:

Greaterpublic.org

Blog about fundraising during the Coronavirus crisis:

https://go.greaterpublic.org/blog/when-to-stop-an-on-air-drive-due-to-major-news

Our latest fundraising scripts:

https://www.greaterpublic.org/resources/scripts/

Our on-air fundraising toolkit:

https://www.greaterpublic.org/resources/on-air-fundraising-toolkit/
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