

# John Sutton & Associates

## The 1-Day Drive Overview

The 1-Day Drive is a powerful on-air fundraising concept for stations that raise up to \$100,000 in a single pledge drive. Pledge drive goals that took 5, 7, even 10 days have been raised in just one day.

The concept was pioneered by Carol Young at WSKG in Binghamton, NY, where the station raised \$82,000 around a 1-Day Drive. The traditional fund drives in previous years earned between \$60,000 and \$70,000.

WQLN in Erie, PA raised more than \$50,000 with a 1-Day Drive. Jonathan Coke and Sonja Lee took the concept and made it work across multiple drives at KBBI and KDLL in Alaska.

*Our thanks to Carol Young at WSKG and Jonathan Coke at KBBI for their help in pulling this kit together.*

The 1-Day Drive is similar to the Power Hour, except the goal is to raise an entire pledge drive's worth of money in a single day. Even with fewer days of on-air fundraising, stations can get all the members needed to grow the donor database. It works because of two things public radio knows for certain about fundraising.

1. Listeners don't like pledge drives.
2. Listeners don't mind being asked for money.

The idea of getting 4 to 9 days of regular programming back without fundraising interruptions causes listeners to respond quickly and generously through the mail, on the web, and with just one day of on-air fundraising.

The 1-Day Drive is a simple concept that listeners will support if implemented properly. A 1-Day Drive replaces an entire on-air drive and is a media and marketing event for the station. It generates excitement and enthusiasm throughout the community.

Stations typically get good press coverage, especially the first time out, which helps further results. A pre-drive Kick-Off event helps build staff and community involvement and bring in early money.

Like Power Hours and the More Programming and Less On-air Fundraising campaigns, 1-Day Drives utilize direct mail, the web, and forward promotion to generate listener interest and involvement.

*This multi-media approach is essential to the success of the 1-Day Drive. It reaches out to many known donors who typically give near the middle or end of a traditional pledge drive and causes them to give before the 1-Day Drive event. These donors will give. The 1-Day drive just gives them a great reason to give sooner.*

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## **The 1-Day Drive Overview (cont.)**

The core message about the value of the programming and the listeners' role in supporting the programming eliminates the need for challenge grants, sweepstakes, and a long list of premiums. This makes for a message that is easy to say and understand; the air isn't cluttered with pledge levels and premiums.

KBBI makes the 1-Day Drive work with just a single mug as a thank-you gift. Everyone who pledges at any level receives a mug.

The typical hour has about 30-minutes of fundraising but the philosophy is that listeners can tolerate more and longer interruptions if they are occurring for just one day.

Every hour is produced like a Power Hour, with frequent breaks. The key still is to deliver valuable content, be sensitive to the positive character of the station, and make the pledge drive sound good.

Be sure the strongest on-air pitchers are used on the day of the drive. From phone volunteers, to pledge producers, to pitchers, the station needs to be at its best the entire day.

Succeeding with a 1-Day Drive requires a strong working relationship between development and programming, but staff, management and Boards need to buy-in as well.

The 1-Day Drive does require several weeks of planning, but the payoff is less staff time and effort diverted from the station's core business of making great radio.

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## 1-Day Drive 6 Week Countdown Planning Calendar

### Week 6 or Sooner

1. Come up with theme, pick date of drive and date for kick-off event.
2. Set pledge drive dollar goal and goal for number of pledges.
3. Start identifying pitch teams: 4 teams of two plus 2 backup teams.
4. Identify producer for pledge drive promos and post drive thank you spots.
5. Hold pre-drive staff meeting and explain the 1-Day Drive concept. **Start the process of getting staff excited.**
6. Write and send copy to NPR for custom spots.
7. Include 1-Day Drive copy in existing mail.
8. Design and order mugs.

### Week 5

1. Write post drive thank you messages to record at pre-drive event.
2. Start production of pledge drive promos.
3. Start scheduling phone volunteers. Use seasoned volunteers where possible, especially in drive times. Be prepared for some walk-in pledges.

### Week 4

1. Host kick-off event for community leaders, station stakeholders and some underwriters. **Schedule staff, especially on-air staff, to attend.**
2. During community event: record guests reading post drive thank you messages. Have scripts available, but strongly encourage them to write their own.
3. Hold a pitch training session for staff. Prepare at least two staff members to train volunteers who will pitch (if any).

### Week 3

1. Send out pre-drive mailing. This should hit about 2 ½ weeks before the drive starts. All segments (Renewal, Add Gift, Lapsed) should get at least one 1-Day Drive mailing no more than three weeks out.
2. Send press release to local newspapers.
3. At the end of the week start promotion of pledge drive on the website.
4. Start putting together pitch log. Include 25-30 minutes of pitching per hour especially during drive times and schedule recorded NPR news and custom spots. During the midday, schedule as many pitch breaks at time allows.

### Week 2

1. Start first round of pledge drive promos, at least 6 per day.
2. Pitch teams finalized.
3. Phone volunteer schedule finalized.

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## 1-Day Drive 6 Week Countdown Planning Calendar (cont.)

### Week 1

1. Start second round of pledge drive promos in heavier rotation, 9 per day
2. Start count down to 1-Day Drive on website.
3. Hold pitch training for guest pitchers. Time can also be used to refresh staff.
4. Hold phone volunteer training if needed.
5. Record first 2 pitch breaks.
6. Finalize pitch log.

### Day Before Drive

1. Set up pledge room: phones, pledge forms, program and pitch schedules.
2. Test all equipment and phones by 11am.
3. Send e-blast appeal by 12n.
4. Post signs in on-air studio.
5. Print scripts/bullet points for pitchers and place in air studio.
6. Print pitch logs for pledge producers and board ops.
7. Put together the list of names of people who pledged early, to thank on the air.

### Day of Drive

1. First team of the drive should be in place no later than 20 minutes before first pitch.
2. Update web page to reflect the kick-off of the 1-Day Drive. Keep regular updates throughout the day.
3. Pull program rundowns as soon as possible.
4. Record as many pitch breaks as possible to aircheck and use for future trainings.
5. Record post-drive thank you messages that include drive results.
6. Post last update on web page before you close up the station.

### Day after Drive

1. Start post drive thank you spots, 9 per day for the first three days and then 6 per day for three days.
2. Sleep in.

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## The Sound of the 1-Day Drive

All aspects of the drive must be run by the top-performers in the station. On-air breaks are planned with setups, outlines, and bullet points, but spontaneity is important. People need to be allowed to show their excitement. Use the first few live breaks to thank the people who contributed by mail and on-line. It's a good way to build excitement in the beginning.

During morning and evening drive times it's best to have 3 people in the studio; board operator, guest and host. There may be slow times after ME and during the midday before ATC just like in a regular drive. The rules of caller convenience still apply, even in a 1-Day Drive.

Pitches will mainly contain "close" messages. There isn't time for heartfelt testimonials. Messages should focus on the programs and the importance of the station and how it benefits the listener. A few funding facts are ok, but avoid giving out too many numbers.

Talk about the goal, the concept of the 1-Day Drive and read names of people who pledged—read updates often. Stay away from talking about pledge levels, let the phone volunteers do that.

Even though it's only one day, it is still important to use hourly goals. A goal of so many calls an hour works well.

### Sample Pitch Break Outline

- Set-up: Introduction of 1-Day Drive, overall goal, call to action
- Goal for hour, call to action
- Names of people who already pledged, call to action
- Station Value or Funding Fact, call to action
- EZ to do, credit cards please, call to action
- 1-Day Drive reminder, call to action
- Hourly goal update, call to action
- Station Value or Funding Fact, call to action
- Names of people who already pledged, call to action

Call to Action includes asking people to pick a pledge amount, to call, to give online, and even to come down to the station and pledge in person if possible. With the exception of the phone number, not every one of the above items needs to be in every call to action

### Production

- Use spots to open a break or 2-3 minutes into a break
- All production should be focused on the 1-Day Drive message and should include a call to action

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## 1-Day Drive Bullet Points and Scripts

The following materials are designed to supplement other pitches about the value of the station to the listener and how listener contributions make a difference. Be sure to read “The Sound of the 1-Day Drive” for more information on organizing pitch breaks.

### Pitch Points

- There is no tomorrow in a 1-Day Drive. There is no procrastinating in a 1-Day Drive.
- Today is the first and last day of the fall/spring membership drive. Just like you, we want to get it over with, so we can get back to doing what we do best—bringing you great radio!
- Help stop listener abuse by pledging your support today during WXXX’s 1-day drive.
- Tomorrow it’s back to regular programming. Tomorrow you’ll hear all your favorite programs and radio personalities without interruptions.
- Everyone who pledges today during the 1-Day Drive receives a mug, but it’s important that you call or pledge online today.
- You can’t put your pledge of support off to the last day...today is the last day.
- Join your fellow listeners and stamp out endless pledge drives! Join the community in supporting the 1-Day Drive...if we’re lucky it’ll be contagious.
- This is incredible! I can’t believe all the calls we’re getting! If you can’t get through visit us on-line at WXXX.org.

### Sample Scripts

There are no special incentives or fancy gifts today during the 1-day drive...ok, everyone gets a mug...but, today it really is all about the programs you depend on and the importance of WXXX in your daily life. Instead of tote bags, t-shirts, and CDs...we’re giving you back the main reason why you listen...we’re giving back \_\_\_\_days of programming! This can only happen with your pledge of support today. Call right now at [PHONE\_NUMBER] or visit us online at WXXX.org.

We know you don’t like pledge drives that go on and on and on... but we do know you value the programs you hear on WXXX. This spring/fall we’re taking a chance by raising an entire pledge drive’s worth of money in a single day. You decide what WXXX is worth to you, but it’s important to do it today. Right now stations all across the country are raising money the old fashioned way, with 5, 7 and 10 day pledge drives, but guess what? We won’t be here fundraising tomorrow or the day after. We are only here today to ask for your financial support, but this new kind of pledge drive only works if you call [PHONE\_NUMBER] today or pledge online at WXXX.org.

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## Sample 1-Day Drive Promos

### **Local KBBI Pre-Drive Promo :30 w/ music**

Hello, I'm Dan Westerberg the Executive Director of the Society for the Prevention of Endless Pledge Drives. I'm asking you to join me on Friday at the KBBI studios for a gathering of like-minded citizens dedicated to delicious free food and good music for everyone. Something as simple and easy as 200 pledges on Friday can help stamp out crushing boredom in our lifetime.

### **National KBBI Pre-Drive Promo :45**

Hey, it's us Click and Clack the Tappet Bros. Once again the folks at KBBI called us and said, "guys don't put together anything special for our membership drive" and we said, "sure we understand you can bring in a lot more money airing an hour of moose calls". But, it turns out what they're really planning is to raise all the money they need on Friday so they can air Car Talk uninterrupted by fundraising—I still think the moose calls are gonna do better—so tune and pledge during 1-day Friday April 20. To find out more log on to [kbbi.org](http://kbbi.org) and thanks.

### **National KBBI Kick-Off 1-Day Drive Spot**

Hi, this is Lakshmi Singh from NPR News. Today is a special day for you and your public radio station. Today is the 1-day drive. It may seem like a risky proposition, but KBBI listeners have said they prefer shorter fund drives, so don't hesitate. Friends of KBBI are waiting to take your pledge now. The goal is 360 pledges including 90 from new contributors. Please call 235-7721 or drop by the studios while you're in town. Thank you.

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### Sample 1-Day Drive Promos

#### **National KBBI Thank You Spot**

Hi, this is Carl Kasell from NPR's Wait Wait...Don't Tell Me! You've reached the studios of KBBI AM 890 in Homer, Alaska. It is Saturday and no one is in right now. If you tried calling during the fall pledge drive you're a day too late and there's is no one here to take you pledge. However, it's not too late to pledge on line at [kbbi.org](http://kbbi.org). Thank you to everyone that pledged yesterday to help make the 1-day fall pledge a big success.

#### **Local KBBI Thank You Spot #1**

Who ever thought that a 1-day fund drive in a small Alaskan town would be such a huge hit? I mean come on...1 day...not 7...not 5...not 3...1 day. Big city stations dream of this kind of success, but they can't do it because it can only happen in Homer and it can only happen because you love KBBI. Thank you for your pledge.

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## Sample 1-Day Drive e-Blast

The WXXX 1-Day On-Air Fundraiser is (date).

That's it. Just one day of fundraising instead of our normal \_\_\_\_ day pledge drive. There is one catch. Even though the drive is shorter, the goal doesn't get smaller. It still takes \_\_\_\_ people contributing to WXXX to pay for the programs you enjoy.

This is where you come in.

You can make the WXXX 1-Day Fundraiser a success by giving right now. Just click this link and it takes you our secure web page. The giving process is really easy. It takes less than two-minutes of your time.

Think of this email as your on-air pledge break. The one you hear late in the pledge drive. This is your chance to help keep WXXX on the air and buy back \_\_\_\_ full days of WXXX without the regular on-air fundraising. That's \_\_\_\_ days that you won't hear fundraising in (program), (program), or (program).

Here's the link.

Please give as generously as you can.

Thanks.

(most popular local on-air personality)

(privacy statement, disclaimers, etc)

Kachemak Bay Broadcasting, Inc., 3913 Kachemak Way, Homer, AK 99603 – 907-235-7721  
***Listener Supported Public Radio KBBI AM 890 Homer***  
*“Where the sound meets the Sea”*

March 21<sup>st</sup>, 2006

Dear Friend of KBBI,

We’ve learned that listeners dislike pledge drives. Especially when they go on and on and on... That’s why we’re doing One-Day Friday on April 7<sup>th</sup>.

Pledge now and we’ll count your renewal pledge toward our 200-pledge goal.

Help keep on-air pledging to a minimum.

Visit [www.kbbi.org](http://www.kbbi.org) for secure web pledging at your convenience. Or, you can return this pledge form with the enclosed envelope.

No matter how you choose to support KBBI, thank you for being a part of such a valued community resource. ...And tune in on One-Day Friday to hear the results!

1<sup>st</sup> Name: \_\_\_\_\_  
2<sup>nd</sup> Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City / Zip: \_\_\_\_\_  
Phone #: \_\_\_\_\_ ext: \_\_\_\_\_  
Alt Phone #: \_\_\_\_\_ ext: \_\_\_\_\_

IT’S TIME TO RENEW  
YOUR KBBI  
MEMBERSHIP!

Support level – with selected thank you gifts

- \$360 \$30/month option available
- \$240 \$20/month option available
- \$120 \$10/month option available
- \$89 Additional KBBI Mug
- \$40 Partners Level
- \$ \_\_\_\_\_ Other

**Every pledge receives a KBBI mug – available at the station during weekday business hours.**

\*\*\*\*\*  
Party at 6:00PM on One-Day Friday, April 7<sup>th</sup>

Our goal is 200 pledges by 9:00PM. It’s First Friday – please drop by! And pick up your thank you gift

Monthly credit card installments (\$10/month or greater)

Bill me  Payment attached

Major Credit Card – Visa/MasterCard/Discover/Amex

Name as it appears on the card: \_\_\_\_\_

Card number: \_\_\_\_\_

Expiration date: mo \_\_\_\_\_ yr \_\_\_\_\_

Please, I wish to remain anonymous.

Comments:

Office use only:

act info ( ) / db pledged ( ) / db paid ( ) / deposited ( ) / premium rec’d ( )

Rev. 5/31/2007 RM0604

## Press Release

### **KBBI Cuts Fundraising to Pay for Programming**

***Homer, Alaska - 3/30/2006***

Development director Jonathan Coke and program director Sonja Lee took notes during the last membership drive and saw what they hope is a trend of things to come. They are defying customs and shortening the spring pledge drive down from one week to only one day. According to the two, listeners dislike pledge drives so much that several successful public stations are reducing the length of drives and seeing remarkable results.

“It’s simply a matter of listening to our members.” Coke said. “It’s not unusual to have solid supporters tell us how much they hate listening to the fund drives.” He says the reasons may be too obvious to recognize. “Fund drives interrupt the regular programming. They don’t sound as good, and the character of the station changes.” He added, “We’re seeing evidence of diminishing returns when stations add days in an effort to raise more money.”

Sonja Lee enjoys the prospect of a one-day pledge drive. As the program director, she sees more time devoted to the programming as a good listener value. “Our pledge drive last fall had much less time devoted to pitching.” Lee said. “It sounded better, and we received many compliments.”

General manager David Anderson was somewhat skeptical with the idea until he sat in on a conference call with the membership director at WSKG in Binghamton, New York. After analyzing WSKG’s results, Anderson feels “It has a lot of merit and a high probability of success.”

According to WSKG’s membership administrator, Carol Young, they usually hold a 10-day drive in January with a goal of 600 new and lapsed members. “Our change to a one-day drive resulted in 800 pledges. It’s sort of a power day instead of a power hour.” She said. “We’re excited to see KBBI give it a try too.”

The KBBI on-air pledge drive will start and end on Friday, April 7<sup>th</sup>.

For more information, contact Jonathan Coke or Sonja Lee at KBBI 235-7721 x224

WSKG Membership Administrator Carol Young can be reached at 607-729-0100 x322

## 1-Day Drive: Sample Pitch Log

Time	Talent	Description	Length	
6:59:00	Local	Recorded 1DD Setup	<b>1:40</b>	
7:01:00	Net	Npr Newscast	3:00	
7:04:00	Local	Recorded Pitch	<b>2:00</b>	
7:06:00	NPR News	Funder Spot	<b>1:00</b>	
7:07:00	Local	Live Pitch	<b>3:00</b>	read news credit live
7:10:00	Net	ME	5:00	
7:15:00 (approx)	Local	Live Pitch	<b>6:00</b>	Dump last story in A segment
	NPR News	Funder Spot		
7:21	Net	ME	8:30	
7:29:30	Local	Local Content	:30	
7:30:00	Local	Live Pitch	<b>3:30</b>	
7:33:30	NET	Npr Newscast V		
7:35:30	Local	Live Pitch	<b>4:30</b>	
7:40:00	Net	ME	5:00	
7:45:00 (approx)	Local	Live Pitch	<b>6:00</b>	Dump last story in D segment
	NPR News	Funder Spot		
7:51:00	Net	Fund Credit/ME		
7:55:00 (approx)	Local	Live Pitch	<b>6:00</b>	Dump last story in E segment
	NPR News	Fund Spot		
	<b>Pitch to 8:01</b>	Live		