



Live Drive Steps

I. Live Drive Duties

- A. 1-2 months before: Gather Challenge Money. Goal: 30% of target total
- B. 1 month before: Gather Sizzle Gifts: gift certificates in \$15-\$25 increments traded for radio spots from local restaurants, car care, salons, etc. to give as gift to everyone who pledges. They chose when they call in. (one per person/pledge drive)
- C. Marketing:
 - a. One month before drive: oversized, colorful post card sent to all donors in database announcing pledge drive, radio spots begin and 4 differing announcements are sent to all parishes (one for each week) to run in their bulletins.
 - b. Two weeks before drive: send 3 page newsletter with feature guest teasers in centerfold for drive to all donors in database. Page 1 general fun story- feature article from priest, donor, etc. Final half-page station update or other announcement.
- D. Scheduling Guests:
 - a. Start each hour with a 2 minute youth praying from Catholic schools, homeschoolers and Catholic families
- E. Each hour has guest who is a supporter of Catholic radio and has a story of how it changed and continues to impact their lives. Ask them to let everyone they know when they will be on and to call in and pledge support.
 - a.
 - b. General Rundown:
 - i. 00:05 Open with youth prayer
 - ii. 00:07-00:15 hosts asking for support, goal and talking about radio mission
 - iii. 00:15-00:30 Introduce guest and tell part of their story (tease for return and give phone number- sizzle gift reminder- challenge available, etc.)
 - iv. 00:30 2 minute break
 - v. 00:32-00:45 hosts asking for support and talking about radio mission

- give phone number- sizzle gift reminder- challenge available, thanks callers and give goal update
- vi. 00:45-00:55 resume guest story
- vii. 00:55-00 hosts asking for support and talking about radio mission
give phone number- sizzle gift reminder- challenge available, thanks callers and give goal update
- viii. 00:00-00:05 legal ID and break

F. Schedule volunteer Phone Handlers and food providers

G. Schedule Adorers for each hour of drive to pray in adoration for generosity

H. Guest Reminder Calls: email reminder them one day before when they are on and to call, email and let everyone they know when they will be on and to call in and pledge support.

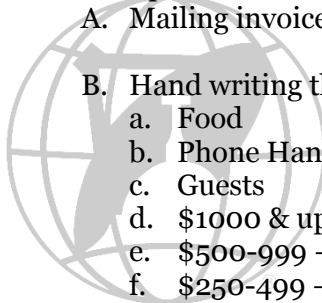
I. Celebration Meal: invite 15-20 key people to join in a celebration meal hosted by a generous donor Friday night after the drive.

II. Follow-up

A. Mailing invoices & gift certs within 2 weeks

B. Hand writing thank you notes

- a. Food
- b. Phone Handlers
- c. Guests
- d. \$1000 & up – Executive Director or Board Member
- e. \$500-999 – Listener Relations Contact
- f. \$250-499 – staff



EWTN

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Radio

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