

NFCB Youth Radio Presentation
April 2nd 1:30 – 3:00 PDT

Today, we're going to talk about some things you can do to raise funds for your program. Before you embark on any type of fundraising activity, it's important to know how much money you need to raise and on what you will spend it.

Make a list of the expenses you anticipate for the year (equipment / travel / dues / etc.). Now you know what you're working toward AND you can talk to potential donors about that goal.

Knowing what you want/need can help you identify potential sources of revenue.

For example, if you know you're going to be traveling, you may be able to approach a local travel agent about group discounts or other discounts available to traveling students OR ask donors for frequent flyer miles to get you to your destination.

If you know you're going to buy a specific piece of equipment, you may be able to negotiate an educational discount from the supplier or work with a local manufacturing firm who understands equipment needs.

If you know you're going to need funds to cover a specific event for one of your shows, you may be able to find grant money from an organization that is interested in advancing knowledge about that particular type of activity.

So have a clear, written plan for your fundraising goal. It's the best place to start.

One of the easiest ways to raise money for what you need is to ask. You know that already... but how do you do it?

On-air: During pledge campaigns, ask if the donor would like to add \$5 to their station pledge to go specifically to the youth radio programs

Have year-round fundraising announcements that alert listeners about the financial needs of the youth radio programs and ask for their support

Make sure there is a button on the station's website where listeners can learn more about what you do and make a contribution to your program fund

Direct Mail: Write letters to your friends, neighbors, relatives, teachers, local businesses, etc. and ask them to make an annual contribution to your fundraising campaign. Talk to former alumni of the youth radio program and ask them to help you have the same experiences they did.

Remember previous donors: Anyone who has made a donation to your organization in the past should be considered a good prospect for future donations as well. Keep good notes on who they are, where they live, and what they donated for. Be sure to say thank you and stay in touch with them throughout the year.

Matching Gifts: When individuals make a contribution, find out if they work for a company that will match their gifts to your program

Get creative

Naming Rights to station stuff: Set naming prices for everyday equipment and ask listeners to sponsor it for the year
Listener gets picture taken with their item
Pictures on the website

Set a donation level where the donor gets to come to the station and watch you do your shift / or have coffee with their favorite host

Recycling Programs: Car donation programs
Toner Cartridge recycling
Cell phone recycling

Selling stuff: Wrapping paper
Flower bulbs
Plants
Bake Sales
Mulch
Sell sodas / snacks at local event (sports at school?)
Gift Cards

Special events: Art, Craft, and Jewelry sale
Schedule around holiday gift-giving times
Benefit Concerts
Raffles (iPod, laptop)
Auction
School dance
Bus trip to regional location/draw
eBay

Coordinate with Local
Businesses/Organizations:

Benefit Days
Border's
Barnes and Noble
Target – red card
Chick Fil-A dinner night
Local restaurant benefit night
Donation jar at businesses
Donation jar at festivals/powwows
Collect coin donations from fountain
Create local business discount coupon book
Gift wrapping during holidays

Offer your group as help:

Individuals, businesses and organizations that need extra help for chores, events, seasonal assistance. Charge for your services. When you offer services as a group it's more fun for you and often gets the work done faster.

Write Grants for Funding

Radio – Television News Directors Foundation
Knight-Rider News Corporation
Adobe Inc. (Adobe Youth Voices)

Use your favorite search engine and enter:

Community Foundations
Community Grants

Other sources: communityfoundations.net
tgci.com/funding/shmtl (The grantsmanship Center)

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