



Stories Well Told: Finding Your Voice

Alex Atkinson, Next Generation Fundraising

I never thought
I'd get the chance
to thank you...

...going to the toilet more often than
anything serious. I remember joking with my wife about my weak
of getting old. I'm in my sixties, you see.

But my doctor phoned a few days later – and the results were worse
diagnosed with prostate cancer
he was told: ... while my doctor tried his best to
to die.



...expect that each of the 21,000
... I paced around our small garden
...ger around. I also thought about
... where my son, his wife and
... everything to us. You can see
... t. But now this trip – and all

...ake. But as we talked things
... what was wrong with me
... ns but, that day, one thought
... ildren again.

...remembering how frightened
... ne the number of a specialist
...cided to ring.

...forted. Here was someone
... time for me. That conversation
... to hope for. I put down the phone thinking,

Interviews
Insights
Fundraising



Who should you speak to?

Leadership (General Manager, News Director)

Hosts & other key staff (*The Show* Host, Senior Editor)

Long-standing donors.



Who should do the interviews?

Someone they'll respect

Enough distance

Preferably the writer.



Remote or in-person?

“In a confession booth, you don't see the person you're confessing to, and they don't see you. I think that allows a certain comfort that you're saying something that you're maybe not comfortable saying, and you're not looking the person in the eye.” -- Terry Gross



What should you ask them?

1. Why did you choose to work here?
2. Anything happened recently that made you proud?
3. What problems will fundraising solve for you?
4. What worries you most, and how could it impact listeners?
5. Anything interesting coming up?



How should you manage the material?

Think like a donor

Store audio files & a summary

Control access

Use thoughtfully

Update when necessary.



Interviews
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**“Maybe we should stop calling ourselves
'public radio' in our fundraising.”**

Positioning.



"We're based in Phoenix, but we're not going to limit ourselves to the county line."

Points of distinction.



**"We're not that traditional NPR voice.
We reflect our community with a variety of voices."**

Personality.



"Our reporters constantly need to be aware that they're operating in dangerous areas."

Process.



**"Local politicians are going to affect your life
as much as the President will."**

Insight.



"Other stations are focused on just surviving year to year. We're beyond that."

Success.



**"We haven't had to spike any projects.
But we've had to hold off on some due to
lack of funds."**

Vulnerability.



**“I wish we could produce more
long-form podcasts.”**

Targets.



"Pledge is dead.

**We need to think about support and members
in a way that sounds more current."**

Advice.





Language.

Interviews
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Fall 2019 Acquisition Campaign

Something Special Happens Here Every Day



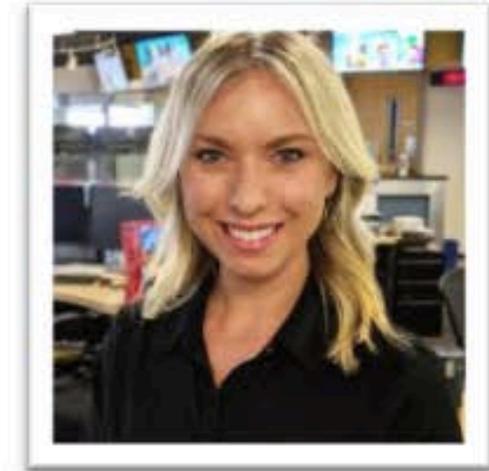
*"I don't know anyone who doesn't listen to KJZZ at some point.
But only a few are supporters. For me, that makes them exceptional."*

Dear <Salutation>,

I'm Lauren Gilger: neighbor, reporter, and co-host for *The Show* on KJZZ 91.5. If you ever find yourself spending time with our station, stay with me a few more minutes because this is important.

We're looking for listeners, like you, to do something special today and become new KJZZ Members.

It might not *feel* special as you fill out the donation form and send in your contribution. But it *is* special because, for all kinds of reasons, most of our listeners don't make this remarkable decision to support their favorite radio station.



*That's me in the newsroom.
Supporters drive everything
that happens in here.*



Dear <Salutation>,

Thank you for being exceptional.

That might sound corny, until you realize how many other KJZZ listeners I wrote to, asking for their support. Thousands, as it happens.

Most of them didn't do what you did. You responded. You made a donation of \$XX. You did something special for this station, for this community. So yes, the exception is you.

I've worked in commercial news. I know the constant pressure of ratings, of keeping stories short and snappy to tee up the next commercial break. It's different at KJZZ... for you, the listener, and for me, the presenter.

We go low and slow, covering every news story in the depth and time it needs. We can only be different because of the way we're funded, because of special acts of generosity like the one we received from you just now.

For this, and for all the ways you're making KJZZ better, I can't thank you enough,

Gratefully,

Lauren Gilger
Reporter, host and fellow KJZZ Member.





Thank you.

