

22 WAYS YOU CAN HELP YOUR STATION

Check off all that might work for you!

- 1. Make your own gift first; it is a lot easier to ask when you have already given.
- 2. Let the development staff know about any potential donors. They will work with you to determine the next steps.
- 3. Host an event (breakfast, lunch, dinner, reception) in your home or at the station with potential donors and colleagues to develop support for the station.
- 4. Get trained on how to ask for money. Training provides invaluable help on how to talk about the Station even when you're not asking for a gift.
- 5. Arrange to meet with prospects to solicit major gifts. Appropriate station staff are available to accompany you.
- 6. Join with other family members to make a naming gift.
- 7. Solicit in-kind donations for the station. Printing, travel, advertising, computer equipment, beverages, catering services are all in high demand. Check with station development staff about specific needs.
- 8. Name the station in your estate plans, encourage others to join you, and let the station know so we can say THANK YOU.
- 9. Does your employer or company match your gift? If they don't have matching gift plans, tell them about your support and ask them to consider matching it.
- 10. Challenge other companies to make a gift at the same level as your business' gift.
- 11. Join in and recruit others to help in prospecting sessions to review ticket buyer and donor lists. Many new major donors are found this way.
- 12. Meet privately with long-time supporters to help identify other potential donors and to determine if donors might be interested in different naming gifts.
- 13. Review your portfolio and consider gifts of appreciated assets. Gifts of stock will save you capital gains taxes and allow you to make a generous gift.
- 14. Consider setting up a gift annuity to supplement your retirement income.
- 15. Be timely with your assignments; make use of the tools available; don't be afraid to ask for help from your fellow board members and professional development staff.

- 16. Keep the station's promotional materials in a prominent place in your office, home, etc.
- 17. Get the station on the agenda of community, neighborhood, civic organizations so we can tell our story.
- 18. Support your fellow board members with their assignments. Two are better than one in making an ask.
- 19. Serve on committees.
- 20. Help in obtaining positive pr/media coverage for the station. Don't forget the neighborhood newspapers.
- 21. Help recruit others to assist with specific efforts.
- 22. Be an ambassador for the station at all times. You never know to whom you may be talking, what their passions are, and what they might be able to do for the Station.

Name _____

When working on a specific project, keep focused on “opening day” when you can take satisfaction in knowing that you helped make all this possible!

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