

A Quarterly Publication
For Broadcasters



Training & Events

Allegiance University:

Fundraising Technical Training

May 17-21, 2010
Sept 13-17, 2010

Traffic & Corporate Support Technical Training

May 10-13, 2010
Aug 9-12, 2010

Fundraising: Tune In to Higher Revenue

July 19-21, 2010

New Clients

WBAA-AM/FM,
West Lafayette, Ind.
– Fundraising

Western Reserve Public Media,
Kent, Ohio
– Fundraising and Web Module

Encouragement FM,
Tyler, Texas
– Fundraising and Web Module

KLRN-TV,
San Antonio, Texas
– Web Module

KJZZ/KBAQ-FM,
Tempe, Arizona
– Web Module

Grants for Technology Upgrades

Success Pointers from Someone in the Trenches

It's tougher than ever to gain new members or donors these days, and even harder to keep them. With the right technology, the job can be a little easier, more effective and much more efficient. But installing a new fundraising system or upgrading your existing system can be expensive. Where do other non-profit stations find the money?



Allegiance recently sat down with **Carol Young, Assistant Director of Development and Marketing at WSKG**, which operates WSKG radio and television and WSQX radio in Binghamton, N.Y. Young has been with WSKG since 1999 and is a board member of the Public Radio Association of Development Officers. She is part of a development team that has landed several grants, including some that have allowed WSKG to purchase and upgrade technologies and equipment like the Allegiance Fundraising Web Module.



What tactics have you used to submit successful grant requests?

The most important thing is to build relationships with local foundations. It is far more difficult to successfully write a grant to an entity that is not in your community. Once you've made contact, keep them in the loop. Invite them to every station event and send them any newsletters or other information you produce.

Once you've identified a need, review the grant requirements for various organizations until you find something that looks like a fit. Next, see if you can meet with the organization's leader to discuss your proposal so you can incorporate his or her suggestions when you write the grant request.

Do not use a cookie cutter proposal. Before you write, scour the organization's website to ensure you incorporate references to what it stands for and its values. In other words, make sure your language mirrors the way the organization phrases things so your request sounds as much like the grantor as possible.

Finally, remember to speak passionately about your station, the benefits it provides for the community and how the grant will help extend or improve those local benefits.



What challenges have you faced in getting grant funds, and how have you overcome them?

One of the biggest stumbling blocks is that many people consider PBS and NPR stations to be elitist organizations. That's why it is so important to be sure area foundations know firsthand what you really do for your community, even if it doesn't show up on the air, and to be able to illustrate the positive impacts.

For example, we have a Working on Wellness initiative here at WSKG in which we've partnered

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