



## Best Practices for Share-a-thons & Radiothons

### 1. Slow It down:

- Most people who haven't been on the air a lot tend to talk way too fast
- Slow it down, take a little more time when you speak, and enunciate
- Try to talk more like John Wayne and less like an 8-year-old kid when the ice cream truck drives by his house.
- Be cognizant that your tone and delivery has an effect on the listener. If the host sounds frenzied that has an agitating effect to the listeners.
- Don't rush any syllables – make sure each syllable in the word is pronounced.
- Remember that our listeners can't see your mouth, they can only hear your voice so enunciation is critical.

### 2. On Air Delivery:

- Inside jokes alienate listeners
- Joy, peace and calm effect the listener in a positive way. Smile – when you smile your voice smiles and it comes across more appealing and personable to the listeners.
- Think of speaking on the radio as an intimate conversation with a friend and not a conversation with thousands
- People listen to the radio to: get away from their troubles, lighten their day, enrich their faith, to hear another voice, hear some news, and to be entertained.
- Be yourself, not your favorite radio/TV personality
- Let the listener get to know you personally, this is where relationships are forged
- If you are doing an interview, the best interviewer lets the guest shine. The best Interviewer is not trying to think what to say while the guest is speaking, they are listening.

### 3. Vary Your Tone:

- Sadly, it usually does not matter what you say if you can't say it in a way that interests people
- Vary your tone, toss in some pauses, raise your tone a bit, and lower your tone
- Do not be mono-tone, if you have a guest who tends to be this way, just be aware of varying your voice to offset the guest
- At the same time don't sound like you just drank 5 cups of espresso for a whole hour!
- If you listen to radio pros in Talk Radio you'll hear them do this constantly. That's part of the reason they can keep an audience riveted for 3 hours

#### 4. **Do NOT Be Holier Than Thou:**

- Exhibiting an attitude of superior virtue; self-righteously pious. The great popularity of Fr. Ricardo is because he has a great ability to make himself one of us. He admits his failings and talks about his struggles with sin and attachments
- We all have families and they are far from perfect. Exhibit humility and be honest. Listeners will admire you and be able to connect to what you are saying, therefore, making them feel a part of the conversation.
- Don't let certain pride get mingled with such statements as, I go to daily Mass, or my family prays the rosary every night or my family is so good and peacefulness reigns in our home as our children levitate in prayer and angels hover over our house.....

#### 5. **Giving Is an Act of Charity, an Act of Love:**

- We should not demand or guilt someone into giving
- Giving is an invitation
- People are more willing to donate when they feel passionate about a cause and that's our job
- To demand to hear from someone or some market is like demanding a bank give you all their money. How do you think that would work out?
- The listener is not going to be interested when approached with an attitude that guilt's, demands or requires.
- We are in 'sales' and we have a great product with a fantastic mission and we should be able to make the sale!
- Avoid using the jargon that the local Christian stations use during their pledge drives, like *partner* with us, *friends* we need you, etc. Remember we are building a family and our listeners are our brothers and sisters in Christ.

#### 6. **Best Practices while on the air:**

- At the top of your hour introduce yourself and those in the studio with you.
- If you have a guest in studio during your hour, every fifteen minutes' mention again who you are and you're in studio guest is.
- Stay within the theme of the Shareathon/Radiothon, use the Talking Points
- Do not fill the studio with too many people on the air. The listener cannot make out who is saying what with so many vying for the mics.
- Give out the phone number so often that you think it is too much, because it is never enough.
- Give out updates as to the status of where you are in the hour often.
- If you meet the goal early, ring the bells and then either clean up the previous hour if need be or go for a number of calls such as 7 or 10 callers at once.

#### 7. **Keeping it fresh on air during Shareathons**

- Think about how often we turn over a radio audience. Perhaps it's 8, 10, 15 minutes at best for the vast majority of those listening. So, you have a new audience three times an hour.

Sometimes we try too hard to keep it fresh when in reality, your audience has never even heard what you're saying. The challenge is NOT how to keep it fresh, but learning how to SOUND as though it's the first time you've said it.

- So many times, we feel that lots of listener stories or comments are needed during our fundraiser, but that's simply not the case. 'Quality trumps quantity,' so it is better to have a dozen amazing life-change stories than dozens of mediocre ones. Your audience is turning over frequently, so stick with the best of the best.
- When you share a story or prerecord and interview, make sure it's a hit. Even if a listener hears the same story twice in a day, it's no big deal. Think of it like your favorite song, you want to hear it repeatedly. Listeners don't say, "I already heard that song today, what's going on?" No, they love that song. So, don't worry if your listener has heard the testimony, story or pitch before. Learn how to make it sound like it's the first time you've ever shared the story or played the testimonies. Resist the temptation of getting bored sharing the same messages and appeals. The audience will hear it as fresh and new if you make it sound that way.

#### **8. Three tips for overcoming boredom on air:**

- Make sure that each testimony is about the power of Catholic radio
- Get creative and figure out how to say the same thing but in a different way. Be entertaining as you do this.
- Get the mindset that this is the first time the listener has heard your story or pitch.

#### **9. "TOP 10" Reasons WHY Someone Gives:**

When thinking about what you want to say, take into consideration the reasons that people give in the first place.

1. Someone I know asked me to give, and I wanted to help them
2. I felt emotionally moved by someone's story
3. I want to feel I'm not powerless in the face of need and can help
4. I want to feel I'm changing someone's life
5. I feel a sense of closeness to a community or group
6. I was raised to give to charity - it's tradition in my family
7. It makes me feel connected to other people I want to leave a legacy that perpetuates me,
8. my ideals or my cause
9. I feel fortunate and want to give something back to others
10. I give for religious reasons - God wants me to share my affluence

11. There should be 3 major components to a successful Shareathon that happen each hour.

1. APPEAL: A compelling appeal that states the case for the value of the ministry and the reason to support it.

- A listener story that gives evidence to the impact of the ministry is the most credible case for support
- Live testimonies are more effective than prerecorded but if you have the only way you can get the testimony

2. INCENTIVE: A strategically placed incentive such as:

- Matching gift hour
- Contingent Matching Gift
- Short-term goals such as X number of responses in X minutes
- A sense of urgency in your appeal
- Overall goal

3. CALL-TO-ACTION:

- A sense of urgency in your appeal
- Offer your listeners different levels of giving, this gives them a benchmark
- Make it as easy as possible for people to donate money. Consider having more phone lines, offering Internet donation options and training customer representatives. The more smoothly the process runs, the better off your pledge drive will be.