

# RadioActive Messenger

News and Information that matters to the Apostolate of Catholic Radio

Volume 4, Issue 2

March/April 2005

## This Issue

1. Direct Mail Fundraising 101 - Part IV
2. Station Spotlight - WSOG

## Association Happenings

### Spring Radiothon

The **Spring 2005 National Catholic Radiothon** is set for April 20-22, 2005. The Radiothon is an opportunity to unite with Catholic stations around the nation in unity to raise funds for operations and signal expansion. This year's Radiothon will include many prominent Catholics as guests and will be hosted by Jerry Usher and John Martignoni. For more information, contact the CRA or visit the Radiothon webpage. Ω

### Global Catholic Radio Conference - Mark Your Calendars Now!

The Global Catholic Radio Conference is set for October 20 - 22, 2005. Come and learn of new developments, be inspired and encouraged, and gain skills needed to operate a Catholic radio station. Speakers include **Archbishop Elden Curtiss** of Omaha and **Bishop Robert Baker** of Charleston. New this year is a **Spanish Programming Track**. For more information see the attached brochure and registration form or contact the CRA. Ω

## **DIRECT MAIL FUNDRAISING 101 – PART IV**

By Thomas Minarik

**NOTE:** This is the fourth of a four-part series. Part I focused on the purpose of a direct mail prospect campaign and noted the importance of properly determining one's market when obtaining lists of names to receive the donor acquisition (prospect) mailing. Part II was devoted to the direct mail package itself. Part III focused on the donor file. This article addresses major donors and gives a brief overview of what information to capture from donors. (Thomas Minarik will be presenting a workshop on Direct Mail Fundraising at the 2005 Global Catholic Radio Conference. Please send in any questions you may have regarding this series of articles, or fundraising in general.)

### Responding to Major Donors

Without question, major donors are essential for the survival of any non-profit organization. As you have probably already discovered, 20% of your organization's donors supply 80% of your funds (give or take a few percentage points one way or the other). The individuals who comprise that 20% of your organization's donors are your "major donors." If your "rank and file" donors are the lifeblood of your organization (and they are), your "major donors" are the heart of your ministry. As a result, you need to handle them with extreme care and give them extra attention. They should receive:

1. **Special mailings every other month or at least quarterly.** These letters must make the donor feel as though he's an insider, part of the inner circle of the organization. The letters must be sent out in hand addressed, closed faced envelopes and mailed using first class postage (multiple stamps if possible). The content of the appeal should include:
  - a) Good news – how much fruit the donor's dollars are producing.
  - b) Project news – a special project (complete with goals and costs) – that requires an immediate and specific amount of funding.
  - c) Request for a specific and credible donation.
2. A **personal phone call** every time they make a contribution of \$500 or more. This call should be made the same day as the gift was received, or as soon as possible. Definitely within one week of receipt of the gift. The call should be made by the head of the organization whenever possible. If not possible, one person should be placed in charge of

## **Member Services**

The Catholic Radio Association offers its members several vital products and services that aid in all aspects of radio station operation:

- **Station acquisition assistance** - At the member's request, the Association will help members to locate, evaluate and negotiate a station in their market.
- **Marketing** – The Association is committed to and currently developing a marketing strategy incorporating the internet, Catholic periodicals and Catholic television to promote Catholic radio across the nation.
- **Credit card processing** – The Association has developed a discounted credit card processing plan for members.
- **Special events** – The Association co-hosts with EWTN an annual Global Catholic Radio conference each year to provide members with the most up-to-date information and guidance available.
- **Newsletters/information exchange** – The Association provides to its members a bimonthly newsletter with information, pertinent news and ideas relevant to Catholic broadcasting.
- **Regulatory** – The Association shares with its members via its newsletter and/or e-mail broadcast any regulatory changes or updates of which it becomes aware.
- **Resource sharing** – The Association makes known to its members via its newsletter of any items or abilities possessed by Association members which other members may be interested in.
- **Engineering/technical** – The Association will evaluate the coverage area of a station that a member is seeking to purchase and provide recommendations as to its

making these phone calls. Be profusely grateful and note exactly how the money will be used to further the mission of your ministry. The purpose of the call is strictly to thank the donor and recognize him for his generosity so make certain that you *do not* solicit another contribution from the donor during this phone call.

3. **Regular phone calls** (especially in those months when not receiving a letter) to talk about a particular project your ministry is undertaking ... or just to say, "Hi. How are you doing? Is there anything we can do for you?" You may also use this opportunity to ask your major donor if he knows of others who might be willing to help fund your work. Most of these phone calls should be restricted along those lines. Periodically you should solicit a major gift using the phone. The need must be urgent. The project credible. The request specific.
4. Make sure that you **remove your major donors from your regular h/f mailing schedule.**

Finally, it is essential that you replenish your "major donors." Some will come from ongoing prospect campaigns. Most, however, will come from your "rank and file" donors. You need to identify those individuals in your "rank and file" who are capable of becoming "major donors" and challenge them to do so (without using that terminology, of course).

### **Data Processing**

This is a key ingredient for a successful direct mail operation. Unfortunately, it is often neglected. What good is it to have a phenomenally successful prospect campaign where your organization nets money ... only to fail to accurately capture the information needed to go back to your newfound donor again and again? Accurate record keeping is the oil that lubricates a direct mail program. Proper record keeping allows you to:

1. Select the people who need to get special treatment.
2. Identify individuals who may be capable of becoming major donors.
3. Focus your energies and limited resources on individuals most likely to support the apostolate with multiple contributions.
4. Know which projects/programs appeal to which of your donors

In order to do the above, you need to record the following information:

- Donor's title (Mr., Mrs., Dr., Gen., etc) and full name (first, middle initial and last)
- Donor's complete address: house number, street, apartment number, suite number
- Donor's city, state and zip code (nine-digit if available)
- Donor's contribution amount, date, and mail code.
- Every contribution should be noted so as to provide a donor HISTORY for the organization (this will enable the organization to identify those people who give multiple contributions in a given year)

upgrade-ability, suggested purchase price, and signal enhancement. The fee for a detailed upgrade analysis is only \$495.

- **Legal** – The Association has developed relationships with two attorneys practiced in FCC law, contractual work and nonprofit corporations, who offer their services to the members at significantly reduced rates.
- **Purchasing** – The Association has developed discount purchase plans for members on a wide variety of needed services and equipment:
  - [Broadcast Software International \(BSI\)](#) - 20% discount on all its proprietary software to Association members, and a 10% discount on all other software and hardware.
  - [Armstrong Transmitter Corporation](#) - 25% discount on the purchase of all transmitters and a 20% discount on the purchase of all other hardware to members.
  - [Gorman-Redlich](#) - 5% discount and free shipping on its well-known Emergency Alert Systems (EAS) to members.

### **Contact**

#### **Catholic Radio Association**

2221 S. Webster Ave. #131  
Green Bay, WI 54301

Phone: 920-532-0147

Fax: 509-479-1186

Email:

[info@CatholicRadioAssociation.org](mailto:info@CatholicRadioAssociation.org)

Website:

[www.CatholicRadioAssociation.org](http://www.CatholicRadioAssociation.org)

- Phone number
- E-mail address (if applicable)
- The manner in which the donor made his contribution: check, credit card, internet.

The bottom line when recording donor information is to remember that you can't know too much about your donors and you can't record too much information.Ω

---

## **STATION SPOTLIGHT - WSOG**

### **Station in Spring Valley Witnesses the Spirit of God**

*By Mary Beth Bolle*

Two years and counting. That is how long WSOG 88.1 FM "Witnessing the Spirit of God" has been broadcasting Catholic programming in Spring Valley, IL, and the surrounding area. WSOG began out of Jim Perona's answer to the Holy Spirit's call for evangelization through the media in 1998. Upon reading an article about the need for evangelization through the media, Perona began to think seriously about starting a Catholic radio station. With the help of others working in Catholic radio, an application for a construction permit was filed in 1998. The permit was not granted until three years later in 2001. The station began broadcasting on Dec. 12, 2002, the feast of Our Lady of Guadalupe. WSOG is hoping to expand its signal and has worked with the CRA to submit applications for translators.

From the beginning, the Lord has blessed WSOG with people who support and aid the station. In raising funds for equipment, friends, family, and locals responded with donations. Many volunteers, including Perona's wife, Joan, and son, Jim, help keep the station on the air. The local Catholic high school, St. Bede, agreed to let the station house their studio in one of its rooms. Bishop John Myers, then bishop of Peoria diocese, was also very supportive. He suggested a tower site. The antenna is still at this site today. When the station had trouble receiving EWTN's satellite signal, one man called from seemingly out of nowhere and offered his help. The dish was tuned within 1½ hours.

WSOG airs EWTN's programming. They also broadcast St. Bede's home football and basketball games, as well as a rosary recorded by the students of St. Bede. Students from Marquette High School in Ottawa, IL recently recorded a sung chaplet of Divine Mercy that will soon be aired.

Feedback from the station has been positive. Many of the listeners are elderly and listen throughout day. Several have commented on how much they've learned about their faith. Perona also received a letter from a woman whose family had listened to a Catholic station in Chicago. The Chicago station had gone off the air. WSOG began broadcasting shortly after the Chicago station went off air and the woman said that Catholic radio was instrumental in her family's conversion, all of whom have decided to become Catholic. A FedEx delivery man also listens to the station when his route takes him through the area and is considering becoming Catholic.

Perona encourages all working to start Catholic radio stations to "just do it." From experience, Perona says "When you have a problem, you either say prayer or just keep working and it just works out." It is true that when God's calls, He will also provide the