

RadioActive Messenger

News and Information that matters to the Apostolate of Catholic Radio

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Association Happenings

Announcing...

the CRA Online Forum

Do you have questions on how to run a fundraising campaign? Would you like to discuss ideas and thoughts with those already experienced in Catholic radio? Now, through a new online forum at the Catholic Radio Association you can do just that!

The new online forum was designed by CRA Member Miguel Mulet. It is open to current members and includes several sections for discussion including Fundraising, FCC, AM and FM stations. Please visit the Forum and share your input by accessing the link on the CRA Website.

Coming Soon...

New Catholic Radio Resources

The Catholic Radio Association has developed several new brochures on

DIRECT MAIL FUNDRAISING 101

Step One: Purpose and Prospecting

By: Thomas Minarik

NOTE: This is the first of a four-part series designed to assist you in your fundraising efforts. The author, Thomas Minarik, is President of JMJ & Associates, a direct mail agency that was established with the specific goal of helping pro-life and Catholic non-profit organizations meet their fundraising needs. Mr. Minarik has been writing direct mail fundraising copy for over twenty years and has worked with Doug Sherman, Founder and President of Immaculate Heart Radio, since 1999. It was Doug who suggested that Mr. Minarik write these articles. We are pleased to announce that Mr. Minarik will conduct a direct mail fundraising workshop at the 2005 Catholic Radio Association Conference. Any questions you may have regarding this series of articles, or fundraising in general, can be directed to the [CRA](#) for the purposes of making that workshop as fruitful as possible.

Without question, raising the funds necessary to start a Catholic radio station or keep it on the air once begun, is one of your most difficult challenges. By now, you've probably explored many ways to raise money. This series of articles will focus on only one of those - direct mail fundraising. Please keep in mind that what follows is merely the rudiments of direct mail fundraising. However, even if these articles act only as a "refresher" course, they can still prove valuable for your Catholic radio apostolate. My goal is to make you aware of all that's needed to give your direct mail fundraising campaign a good chance of being successful.

The number one key to any successful fundraising campaign is detailed planning and organized execution.

The most important purpose of direct mail fundraising is to provide an organization with the dollars it needs to carry out its apostolate. Although direct mail also serves the purpose of helping communicate with and activate donors, **the primary purpose of every direct mail campaign is to raise funds.** One of the most common mistakes made by heads of non-profit organizations is to confuse or mix direct mail fundraising with donor communication/education. **It is imperative that every fundraising appeal you send to your donors or prospective donors is focused on persuading the reader to make a contribution to your station.** Period.

With that clearly fixed in your mind, you can now begin to look for donors/supporters. This is the "donor acquisition" or "prospect" campaign. A regular, ongoing prospect campaign is vital to the long-term stability of your apostolate. **Prospect campaigns are expensive and, almost always, money losers!** In today's market (due to the high cost of materials and postage), a return of .80 on each dollar spent is a good return on investment. In evaluating the success or failure of a particular prospect package, stay focused on **the dollars the package raises.** Don't get sidetracked by "percent of response" or "average contribution"

Catholic radio. These brochures are intended to inform, enlighten, and inspire all involved in Catholic radio. They offer practical advice, as well as reflective quotes from Church documents on evangelization and communication. Topics include: "Why Catholic Radio", "Catholic Radio: What Does the Church Say," and "Fundraising for Catholic Radio," as well as several other titles. The brochures will soon be accessible on our website at www.CatholicRadioAssociation.org under the "Resources" tab.

These brochures are a valuable way to spread Catholic radio and encourage others to join in this medium of evangelization. Please make use of them in your apostolate and share them with others who would find them helpful. Ω

We Thank Our Lord for a Successful Radiothon

The 2004 National Catholic Radiothon was a great success. 27 stations throughout the United States united to "Sow for a Bountiful Harvest," and raised funds for operations and signal expansion. This year's Radiothon was co-hosted by Jerry Usher and John Martignoni. It featured interviews from Catholic clergy and lay evangelists such as Raymond Arroyo, Fr. Michael Scanlan, and Archbishop John P. Foley. Thank you for keeping the Radiothon in your prayers.

The CRA produces the National Catholic Radiothon annually as a service to our members. Please prayerfully consider joining us for the 2005 National Catholic Radiothon. It is tentatively scheduled for September 21 - 23, 2005. Ω

or other ancillary figures. And don't get discouraged if your first package is a bust. **Successful prospect packages are rare.** One leading ad executive compared prospect packages to the salmon going upstream to spawn. Not many actually make it.

I will talk about the specifics of the prospect package in the next issue. That's because before you write a single word of your prospect package, you must **determine your market.** Your "market" is the audience you are targeting to become supporters of your station. An experienced list broker can be a vital ally in this process. These individuals spend their working hours matching non-profit appeals with audiences that will be most receptive to the "sales pitch." It is critical that you choose to mail your prospect packages to people who are of a like mind with your apostolate. Although the individuals to whom you mail your solicitation can come from any source, in all likelihood, they will fall into one of these two categories: (1) Current or former **subscribers** to Catholic magazines, newspapers and periodicals whose editorial bent reflects the same mission as your Catholic radio station. (2) Current and former **donors** to organizations that share and promote the same values your station promotes. So don't waste your precious prospecting dollars seeking a contribution from someone who gives to the United Way or subscribes to *Reader's Digest*. Spend a fair amount of time matching your apostolate's mission with individuals who are most likely to nod their head in agreement as they read your letter.

The next issue will feature the components of a successful direct mail prospect package. Ω

LOBBYING REGULATIONS FOR NON-PROFIT ORGANIZATIONS

There is a common misconception that non-profit organizations cannot participate in lobbying activities. THIS IS NOT TRUE! This chapter provides information on what kinds of activities constitute "lobbying" how much lobbying is permitted for non-profit organizations, and details on lobbyist registration requirements.

What is Lobbying?

If an organization is classified as 501(c)3 according to federal tax code, that organization is allowed to engage in lobbying activities. The current federal tax law simply limits the amount of lobbying activities allowed as discussed below. Lobbying is broken down into two types for purposes of this regulation: direct lobbying and grassroots lobbying.

Direct Lobbying is defined as "any attempt to influence local, state or federal legislation by contacting any member of a legislature, legislative staff or government employee to persuade him or her to propose, support, oppose, change, or otherwise influence legislation." Examples of direct lobbying are:

- Writing to state or federal legislators
- Calling legislators
- Meeting with legislators in person; and
- Presenting testimony to a legislative committee or subcommittee.

Grassroots Lobbying is "any attempt to influence local, state, or federal legislation by attempting to influence public opinion and get the public to act." To be considered grassroots lobbying, an activity must meet both of the following criteria: (1) Express a view for or against a specific piece of legislation; and (2) Encourage the public to take action regarding that legislation. A communication must do both of these things to be considered grassroots lobbying. Examples of grassroots lobbying

Feastdays



St. Gabriel the Archangel September 29

*“St. Gabriel the Archangel,
Patron of Communication
Workers, Radio Workers, and
Broadcasters -- pray for us”*

“And so it was that not merely an angel but the archangel Gabriel was sent to the Virgin Mary. It was only fitting that the highest angel should come to announce the greatest of all messages.... So too Gabriel, who is called God's strength, was sent to Mary. He came to announce the One who appeared as a humble man to quell the cosmic powers. Thus God's strength announced the coming of the Lord of the heavenly powers, mighty in battle.”

*-- from a homily by Pope Saint
Gregory the Great (Source:
www.catholic-forum.com,
9/16/04).*

Member Services

Ω Station acquisition assistance - At the member's request, the Association will help members to locate, evaluate and negotiate a station in their market. The Association also has contacts developed with multiple radio station brokers to quickly find stations that are for sale or can help

include:

- Legislative alerts that inform readers about pending legislation and urge them to contact legislators about it.
- Advertisements in newspapers and other media urging the public to take action on legislation.
- Reports and analyses that support or oppose a specific measure and contain a call to action.
- Meetings, demonstrations, and other public events to encourage the public to support or oppose legislation.

There is an important note here for membership organizations. If an organization communicates with its members and urges its members to take actions on a particular issue, this is considered direct lobbying. However, if the communication asks its members to urge other people outside of the organization to contact legislators, it is considered grassroots lobbying.

How Much Lobbying is Allowed?

There are two ways to determine how much lobbying your nonprofit is allowed to do.

Substantial Part Test - Under this methodology, the organization is required to show that lobbying does not make up a “substantial part” of its total activities. Unfortunately, the IRS does not provide much guidance on what “substantial part” really means. Most groups interpret this to mean that if lobbying expenditures make up less than 5% of an organization's total expenditures, then this is not substantial. Under this methodology, grassroots and direct lobbying are included together and not distinguished from one another.

Expenditure Test - This alternative is much more explicit about exactly how much a nonprofit can lobby. In order for an organization to use the expenditure method, the organization must “elect” to do so with the IRS. To elect, the organization simply files with the IRS the one-page IRS Form 5768. Once the organization elects this option, it is entitled to use a special formula to determine its allowable lobbying expenditures. This formula works as follows:

- Your organization is allowed to spend up to 20% of its first \$500,000 of total yearly expenditures on lobbying activities.
- Of the next \$500,000 of total expenditures (\$500,000 - \$1,000,000), your organization can spend up to 15% on lobbying activities.
- Of the next \$500,000 of total expenditures (\$1,000,000 - \$1,500,000), you can spend up to 10% on lobbying activities.
- Of total expenditures greater than \$1,500,000, you can spend up to 5% on lobbying activities.
- An organization's total lobbying expenditures cannot exceed \$1 million per year.
- Only 25% of your organization's total allowable lobbying amount can be used for grassroots lobbying.

Organizations that make this election also receive further clarification about what is and what is not a lobbying activity. For those organizations, the following activities are allowed and not subject to lobbying limits.

- Contacts with Executive Branch employees or legislators in support of or opposition to proposed regulations are not considered lobbying. For example, if your organization is trying to get a regulation changed, you may contact members of the Executive Branch as well as legislators to urge them to support your position on the regulation. This is not considered lobbying.

members to locate and negotiate a station directly with the owner.

Ω **Acquisition loan program** –

The Association is working to establish a matching funds loan program with a Catholic fraternal insurance society to provide members with a low-interest acquisition loan.

Ω **Credit card processing** –

The Association has developed a discounted credit card processing plan for members.

Ω **Special events** –

The Association co-hosts, with EWTN, an annual conference each year to provide members with the most up-to-date information and guidance in order to train and assist members in their apostolate.

Ω **Newsletters/Information exchange** –

The Association provides to its members a bi-monthly with information, pertinent news, and ideas relevant to Catholic broadcasting.

Ω **Regulatory** –

The Association will share with its members via its newsletter or e-mail broadcast any regulatory changes or updates of which it becomes aware.

Ω **Resource sharing** –

The Association makes known, via its newsletter, any items or abilities possessed by its members which other members may be interested in.

Ω **Engineering/technical** –

The Association will evaluate the coverage area of a station a member is seeking to purchase, and provide recommendations as to its upgrade-ability, suggested purchase price and signal enhancement. The fee for a detailed upgrade analysis is only \$300. V-Soft Communications, a broadcast consulting firm, has agreed to offer its AM/FM spectrum analysis services to members at a \$950 discount if the initial engineering is done by the CRA.

Ω **Legal** –

The Association has developed relationships with two attorneys practiced in FCC

- Lobbying by volunteers is only considered a lobbying expenditure to the extent that the organization incurs expenses associated with volunteers' lobbying activities.
- An organization's communications to its members on legislation, even if it takes a position on the legislation, is not lobbying as long as the organization does not ask its members to take action.
- An organization's response to written requests from a legislative body for technical advice on pending legislation is not considered lobbying.
- Self defense activities, such as lobbying legislators (not the general public) about matters that may impact the organization's existence, powers, tax-exempt status, and other such matters, are not considered lobbying.
- Making available the results of "nonpartisan analysis, study or research" on a legislative issue that presents a sufficiently full and fair exposition of the pertinent facts to enable the audience to form an independent opinion, is not considered a lobbying activity. Analyses are not required to be neutral or objective nature to qualify for this exclusion. This exclusion is available to research and analyses that take direct positions on legislation, as long as the facts are fully and fairly presented, the material is generally available, and the report does not include a direct call to the reader to contact legislators.
- Efforts are not considered to be grassroots lobbying if an organization urges the public, through the media or other means, to vote for or against a ballot initiative or referendum. This is considered direct lobbying because the public becomes the legislator in this situation.

For organizations that have not made this election, the distinction between exactly what is and what is not a lobbying activity remains unclear. For this reason, along with the explicit dollar limit provided by the election, it is generally viewed as beneficial for a non-profit to make the election.

Lobbying or Educating

This section applies to persons representing non-profit organizations and/or persons representing governmental organizations. The line between what is prohibited and what is not is sometimes unclear, so you need to be careful when you make your plans. It is generally a good rule to err on the side of caution.

Allowed

- Making available the results of nonpartisan analysis or research.
- Providing technical advice or assistance to a governmental official, body or committee.
- Appearances before, or testimony and other communications to any legislative body with respect to a possible decision by such body which might effect the existence of the organization, its powers and duties, its tax exempt status, or the deduction of contributions to the organization.
- Communications between the organization and its bona fide members, with respect to legislation or proposed legislation of direct interest to the organization and such members.
- Communication with government officials or employees where the nonprofit is not attempting to influence legislation.
- Examinations and discussions of broad social, economic, and similar problems even if the problems are of the type which

law, contractual work, and nonprofit corporations who offer their services to the members at significantly reduced rates. The Association would like to underwrite half the cost of the legal work a member requires in order purchase a station or incorporate. As the first step is often the most difficult, this would assist fledgling apostolates get over the first hurdle more easily and ensure it is done correctly.

Ω Broadcast International (BSI) Discount – 20% discount on all its proprietary software to members, including its cutting edge station automation system, Simian. 10% discount on all other software and hardware.

Ω Armstrong Transmitter Corporation Discount – 25% on the purchase of all transmitters and 20% on the purchase of all other hardware by members.

Ω Gorman-Redlich 5% Discount and Free Shipping – on its well-known Emergency Alert Systems (EAS) to members.

Ω Employee Benefits – The Association is working with a Catholic fraternal insurance company to provide tax-advantaged retirement vehicles for members.

Contact

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government would be expected to deal with at some point.

Not Allowed

- Supporting or opposing a political candidate, party or office
- Formal or informal endorsement of a candidate.
- Recruiting an individual to run for public office or supporting them before they are a candidate are also prohibited.
- Publication or distribution of statements or materials in favor or opposition to a candidate.
- Direct financial contributions or other support to a candidate, political party, or political action committee.
- In-kind contributions such as office space, mailings, memberships, supplying donor lists, or fundraising.Ω

--Reprinted with Permission from the IA Empowerment Board, Des Moines, IA, 11Feb. 2003. Access PDF format: Lobbying Regulations for Non-Profit Organizations.

--For more information, a Non-Profit Advocacy brochure is available from the Alliance for Justice website. This brochure is also attached.

CATECHIZE LISTENERS WITH THE “SAINT OF THE DAY” New Radio Programs from the Franciscans

By John Bookser Feister

Franciscan Radio is a new ministry of St. Anthony Messenger Press and Franciscan Communications, one of the nation's oldest producers of Catholic materials that inform and inspire the faithful. Franciscan Radio is proud to offer three broadcast-quality radio features to our partners in the Catholic Radio Association.

Saint of the Day is a 90-second radio spot that features the inspiring stories from the lives of the saints. *Saint of the Day* in audio began on the Feast of Pentecost 2002 at our Web site, www.AmericanCatholic.org. The Web feature has been popular since 1997, and the book, from St. Anthony Messenger Press has been a Catholic favorite since the mid-1970s.

Father Greg Friedman's 90-second *Sunday Soundbites* has been a regular feature of [AmericanCatholic.org](http://www.AmericanCatholic.org) for several years during the Christmas and Easter cycles, and now is available for broadcasters to offer year-round enjoyment. It features a reflection on the Gospel reading of the day, in accordance with the liturgical calendar.

These two features are distributed to Catholic radio outlets free of charge on CD, as an evangelization ministry of the Franciscans, who operate St. Anthony Messenger/Franciscan communications. You can get more details and samples at <http://www.franciscanradio.org>.

Franciscan Radio's other offering, *American Catholic Radio*, is a 30-minute catechetical program funded and distributed by the Catholic Communication Campaign. It's an easy, variety-packed listen, featuring a call-in "Ask a Franciscan" segment, "Exploring our Faith" and "Living Our Faith" interviews, a weekly tour of the Church by the maintenance man, and more. Copies are available free of charge from the Catholic Communication Campaign. See FranciscanRadio.org for details. Franciscan Radio is an evangelization ministry of the Franciscan friars (O.F.M.), St. John the Baptist Province, Cincinnati Ohio. Ω

STATION SPOTLIGHT – COVENANT NETWORK

Blessed Sacrament is Key to the Apostolate

By: Mary Beth Bolle

All across the nation the faithful are answering the call for a New Evangelization. Catholic radio stations are popping up throughout the U.S. More and more souls are being touched with the truth of the Faith through radio.

Covenant Network was started in 1997 to spread the Catholic Faith. Covenant's founder and president, Tony Holman and his wife Teresa, felt the call to evangelize after growing in their own faith journey. This journey flowered in response to Holman's decision to spend an hour a day with Jesus Christ in the Blessed Sacrament. However, as Holman describes, it was difficult to "find a station and get started in something you know nothing about." It was God's grace that got the first station on the air. The station, WRYT AM 1080, started broadcasting on May 1, 1997 (feast of St. Joseph the worker).

This first station was financed by the Holmans. Later a listener supported non-profit corporation was formed. Today there are six stations that make up Covenant Network. They include the pilot station WRYT in the St. Louis Metro area, Missouri stations in Taylorville, Carlinville, Moberly, and Beardstown, and a station Terre Haute, IN. The main studio for the station in Terre Haute, IN is in St. Patrick's Parish. The Parish also has perpetual adoration and a soup kitchen. Covenant Network also has two translators that broadcast its signal, plus broadcast licenses and construction permits for other translators.

Listener response to the stations has been overwhelmingly positive. Supporter Noreen Faron listens on her way to work and describes Catholic radio as an "answer from heaven" that is both "soothing and informative." She enjoys it so much that she often wishes she could hit the rewind button. One listener believes that the station catechizes teens because it is a "wonderful vehicle to get them more involved and more knowledgeable in their Faith." Priests and religious throughout the listening area also support and promote Covenant Network.

Holman's prayer life is the foundation of his work in Covenant Network. His focus "is Our Lord in the Blessed Sacrament." Tony reminds all involved in Catholic radio that Christ must remain at the heart of all evangelization, "If your focus is on radio you might get burnt out. If I didn't do my hour [in front of the Blessed Sacrament each day], I don't think I would want to mess with radio." Because Tony has realized that radio is a means to evangelization and not an end itself, Our Lord has multiplied the apostolate of Covenant Network.

In advice to those who hope to start Catholic radio in their area, Tony reiterates that regular prayer is essential. Perhaps nothing states this point better than the heading on Covenant Network's website which challenges us to do all things "Through Him, With Him, and In Him." Ω

Catholic Radio
ASSOCIATION