

Development & PR Volunteer Opportunities

What: Write pledge drive promo scripts reminding listeners why giving is so important. We need 10 new scripts: new members, renewals, additional gifts, sustaining members.

Where: At Home

Time: 30 minutes/script, not including editing/proofing from Development Committee

Contact: Renée

What: Record pledge drive promos (above) to air before and during pledge drive in different voices reminding listeners why giving is so important.

Where: At Home or Studio

Time: 15 minutes/each

Contact: Renée

What: Gather testimonials to air during pledge drive and throughout the 20th anniversary year. Would like the have at least 20 different voices from volunteers, members, businesses. These are just people saying why they love WERU, not asking for money.

Where: At Home, Station, Community

Time: Ongoing, Varies

Contact: Renée or Adam

What: Clean up email and website data for all underwriters (on-air, Salt Air, web), by utilizing online research, phone calls or personal contact to "fill-in the blanks."

Where: At Home or Station

Time: 20 hours initially, then 30 minutes/month maintenance

Contact: Adam

What: Create a "Volunteer Event Kit" that we can hand to a volunteer once we have approved their proposed WERU event. This kit would include templates for the following: press release & contacts, budget, contract, letter, poster

Where: At Home, or Station

Time: 4 hours, not including editing/proofing from Development Committee

Contact: Adam

What: Write development letter series to be used for 2008. We need the following letters: Renewal Letter #1, Renewal Letter #2, Renewal Letter #3, Thank You & Please Pay (New/Renewal, Individual/Business), Thank You for Payment (New/Renewal, Individual/Business)

Where: At Home

Time: 2 hours per letter, not including editing/proofing from Development

Contact: Renée

What: Enter email addresses from returned surveys into a donor spreadsheet so that we can send renewal mailings via email.

Where: At station on computer

Time: 4 hours

Contacts: Renée & Sylvia

What: Call Lapsed Members to encourage them to renew their WERU membership.

Where: Station
Time: Ongoing, as much time as you have
Contact: Renée & Sylvia

What: Create annual Ad Campaign that continuity for all our events, including pledge drives. We have approximately \$40,000 in an advertising budget (through trades) that we need to better coordinate around a unified theme. By creating a PR strategy at the beginning of each year, it will save the publications manager from having to start from scratch each time a new published material is needed.

Where: At Home, At Station
Time: Unknown/collaborative
Contact: Adam

What: It is recommended that WERU collect and file all signed Underwriting contracts, but not all signed contracts are returned to WERU. We need volunteers to write a note, call or email underwriters reminding them to return the signed contract.

Where: At Station
Time: 3 hours
Contact: Adam

What: Finish the Highway Sign application so WERU will have road signs. Currently we need to determine placement for the signs and fill in the appropriate forms for the DOT.

Where: At Home
Time: 3-6 hours
Contact: Renée