

**WSIU**  
**POWERED BY YOU**



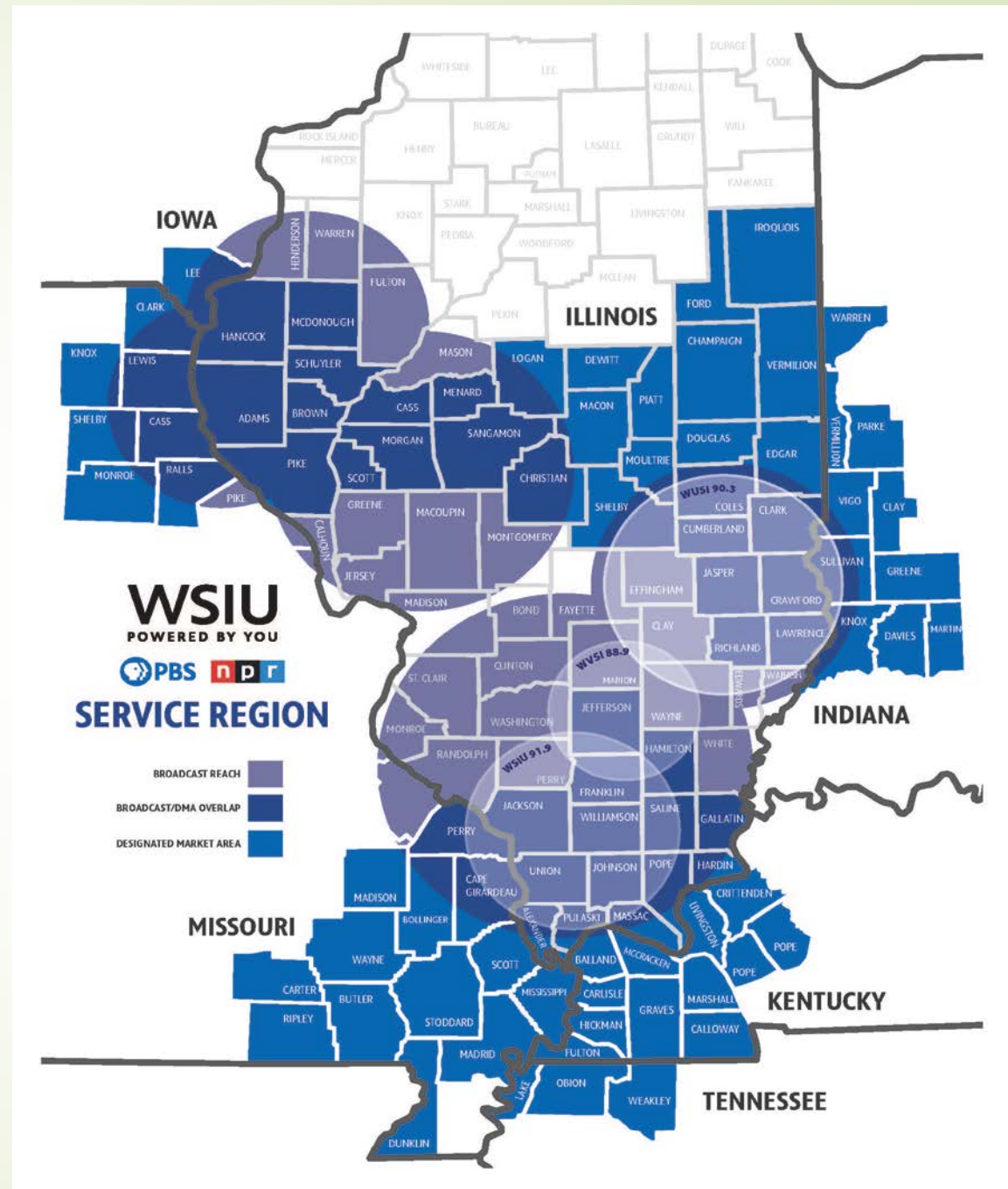
**Tapping Into Corporate Match Dollars for On-Air Pledge Drives**

Presented by Brian Flath for NPN Corporate Giving Series

March 30, 2023

# WSIU Public Broadcasting coverage area

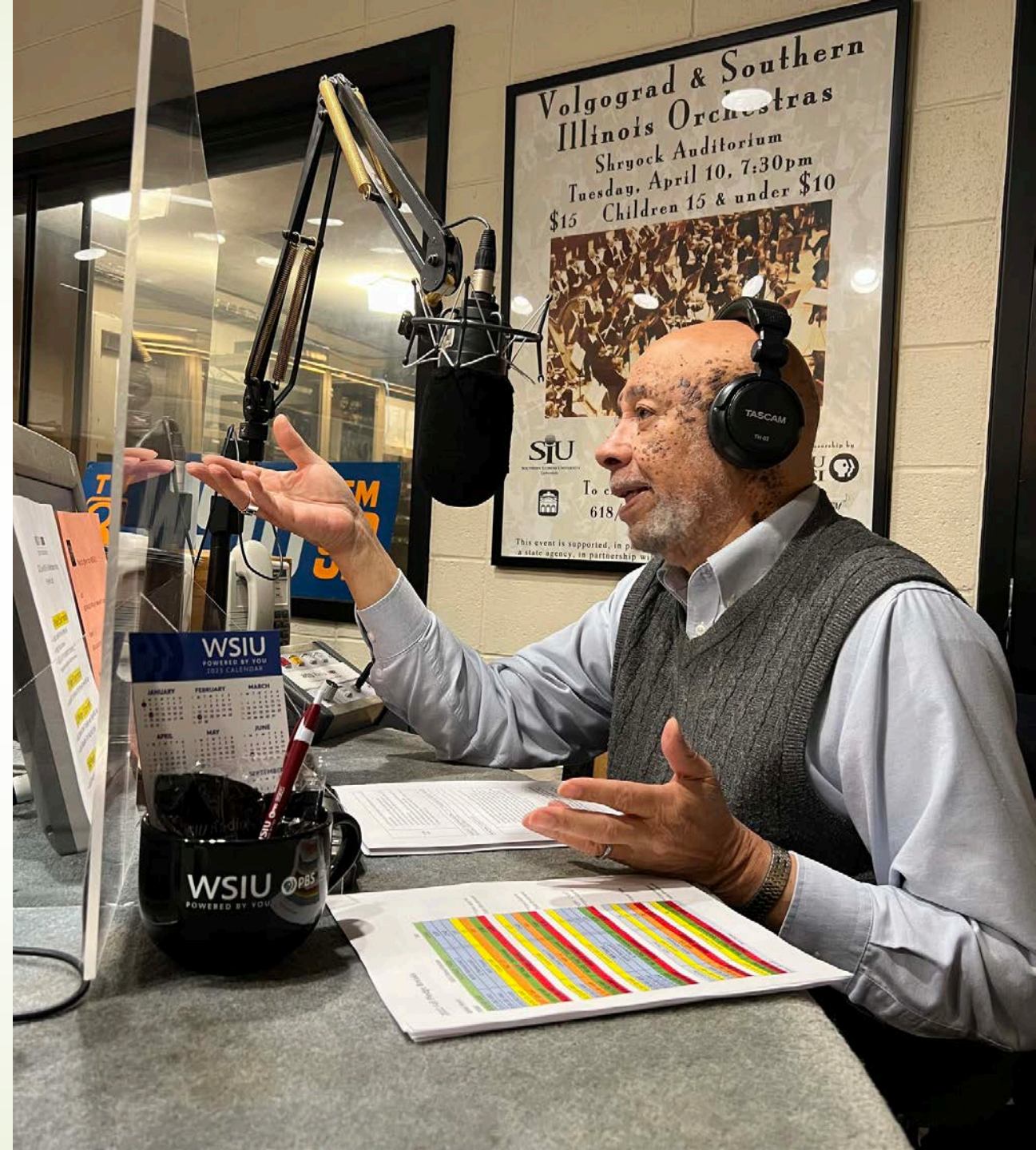
WSIU Public Broadcasting transmits 3 radio signals in southern Illinois, 2 television signals in southern Illinois and 3 television signals in central/western Illinois. In total, the FM coverage is over 40 counties and when combining the 5 television signals, the coverage is 67 of the 102 counties in Illinois. The TV signal also reaches portions of Iowa, Missouri, Arkansas, Tennessee, Kentucky and Indiana.



## Who assists us with on-air FM pledge drives

► We routinely have community volunteers come in during “Morning Edition” and “All Things Considered”, Monday-Friday of pledge week, to host segments and ask for donor support. These are in some cases well-known personalities, while in other cases, hosts who have a personal connection to the station.

► Pictured to the right is Fr. Joseph Brown, a Jesuit Priest and professor of Africana Studies at Southern Illinois University.





## How corporate matches grow on-air FM pledge drives

- ▶ By reaching out to corporate business partners, we are able to offer incentives to donors to give, as their gift is matched dollar for dollar up to the corporate partner's commitment.
- ▶ Pictured left is Evan Youngblood, owner of Megabytes Technology service and 3x corporate match partner with WSIU-FM.

## What do we offer corporate match partners?

► Three packages are offered (as outlined to the right, though special packages may be constructed). On-air hosts talk these up during their on-air shifts and in some cases, the corporate partner IS the on-air hosts, which really boosts the enthusiasm of the match and allows the partner the time to discuss the “why” they choose to support the station in this manner.

# WSIU PUBLIC RADIO BUSINESS MATCHING SPONSORSHIP



**MAKING YOUR INVESTMENT IN PUBLIC RADIO GO A LITTLE FURTHER!**

Being a WSIU Business Matching Sponsor is a new and effective way to leverage your brand, while showing your support for your local non-profit public radio station, keeping reliable news, eclectic music, and civil discourse for all to enjoy.

During our on-air fund drive from March 20-24, we wish to partner with business sponsors to encourage listeners to donate because their contributions are being “matched” during selected day parts of the drive (Morning Edition & All Things Considered).

## **BENEFITS INCLUDE:**

- On-air mentions during fund drive when your business match is presented
- Schedule of on-air announcements to mention your company as a corporate sponsor
- Custom social graphic to use during the fund drive on your social channels in addition to social media recognition on WSIU Radio's page during the drive
- Limit of two business match sponsors offered per day part so exclusive recognition the day of your match

**Gold: \$1,000 Match** • 50 run-of-schedule announcements\*

**Silver: \$500 Match** • 25 run-of-schedule announcements\*

**Bronze: \$250 Match** • 12 run-of-schedule announcements\*

\*announcements will be made the week before and the week of the fund drive.