

## **CFRC Needs a Signal!**

The Pitch: Rogers Communications informed us in late October that our transmitter and antenna are being moved to a new tower. Our 35-year-old antenna and cabling need to be replaced to ensure the strongest signal possible! Tower work costs BIG money!

The Ask: Please consider a gift of \$50 or more to our annual funding drive to ensure our transmitter and antenna equipment are in good working order for many years to come!

The How: Visit [CFRC.ca](http://CFRC.ca) today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **CFRC Brings our Community Together**

The Pitch: We have run numerous community events including Shortwave Radio Theatre Camp, our beginner DJ workshops, and a few rock concerts with local bands over the last year and this fall we have a games night a Minotaur on November 20th, a DJ Dance Party at Grad Club on December 1st, a movie night at Screening Room on December 7th! Great ways to connect with your community and meet CFRC volunteers in person!

The Ask: Please donate today via [cfr.ca](http://cfr.ca)! Donations help run accessible opportunities for community members to participate in artistic programming at the station and also enjoy entertaining activities with their friends and family!

The How: Visit [CFRC.ca](http://CFRC.ca) today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **CFRC is Super Old!**

The Pitch: CFRC celebrated its 101st birthday on October 7th and gosh, some of our equipment is almost that old! Modern equipment and software costs money and we need to upgrade to have the best possible equipment to serve our listeners.

The Ask: Please consider a gift of \$50 or more because access to modern studio equipment is critical for topnotch programming and to help local artists gain access to affordable recording spaces.

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **CFRC News Keeps our Community Informed**

The Pitch: CFRC broadcasts six local news programs a week and posts local news stories, concerts and events listings on our website daily. We need your help to sustain and grow independent local news to keep our entire community informed!

The Ask: Please give to CFRC's funding drive and show your support for sustainable local news media!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **CFRC Supports Local Artists**

The Pitch: CFRC presents weekly events and concerts calendars, hosts live on air performances in our studios, and shares event and concert listings on our website to help our local musicians, artists, venues and arts promoters spread the word about the wonderful creative work in our community!

The Ask: Please give to CFRC's funding drive and help us support and grow the local arts scene!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **Goals ya'll**

The Pitch: CFRC is hoping to raise \$25,000 this year to upgrade our recording studio equipment for use by our volunteers and artists in the community!

The Ask: Please consider a gift of \$50 or more because access to modern studio equipment is critical for topnotch programming and to help local artists gain access to affordable recording spaces.

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **Using the 'You'**

The Pitch: You can support CFRC by donating during our annual funding drive!

The Ask: Can you support us today? Yes you can!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **Strengthening the Community!**

The Pitch: CFRC is Kingston's **only** campus-community access radio station. We provide music news and 'views on local issues and events that are unavailable in other local media'. CFRC supports a vibrant, democratic and healthy local community!

The Ask: If the strength, solidarity and health of our community are important to you, then support CFRC Radio and its volunteers who work hard to keep you informed.

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **Goals and Totals**

The Pitch: CFRC's overall goal this Funding Drive is \$25,000! So far we've raised \$ \_\_\_\_\_ in pledges toward that goal! My goal for this program is to raise \$ \_\_\_\_\_ and I've raised \$ \_\_\_\_\_ so far!

The Ask: YOU can take us to the next level by contributing \$ \_\_\_\_\_ and take our show total up to \$ \_\_\_\_\_ and station total up to \$ \_\_\_\_\_!! Please donate now!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **The Thank You**

The Pitch: Thanks to (your list of donors so far) for contributing to this program, supporting my volunteer work and CFRC's effort to raise money for new and upgraded studio recording equipment! We're getting there with your help!

The Ask: YOU can join our supporters by donating now!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **An Independent Media Alternative**

The Pitch: CFRC is a genuine, local, live radio alternative to the same old repeats and canned, corporate sponsored sound found on commercial stations.

The Ask: Support indie music and a viable independent media alternative by donating now!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **Delivering a Diversity of Voices**

The Pitch: CFRC is a testament to the idea that diversity can and does work! CFRC provides alternative music and issues, local and international news coverage, sound art, story-telling, jazz, roots, metal, punk, folk, arts, politics and so much more presented by real people from diverse corners of our community! We don't all have to think the same or like the same music or feel strongly about the same issues. Instead, CFRC offers something for everyone and is rooted in the diversity of cultures, interests, and voices that the Queen's and Kingston communities offer!

The Ask: Support diverse independent music and media by donating now to CFRC!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **Support Local Music!**

The Pitch: CFRC supports the local music scene in Kingston like no other station or organization! We interview local artists, co-sponsor and organize concerts and musical events, record and broadcast local music, and promote upcoming gigs around town in support of the local music scene.

The Ask: If you love local music made and played right here in your community, donate to CFRC 101.9 FM now!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **A Musical Cornucopia!!**

The Pitch: CFRC is Kingston's most diverse music source! It's a big world with a huge spectrum of musical genres, and CFRC maps a lot of it! We feature everything from jazz to punk, classical to bluegrass, indie, afrobeat, funk, folk, electronica and lo-fi, rock, metal and more! You name it, we spin it! We play the underground and up and coming artists who don't get airtime on commercial radio. And all of our music is presented by local volunteers who love curating great music for you!

The Ask: If you love music across genres, donate to CFRC now!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **Community Learning**

The Pitch: Year round, rain or shine, CFRC volunteers pump out an encyclopedia's worth of music, views, research, informative lectures and documentaries, provocative interviews and more! We also offer broadcast training for community members interested in becoming a volunteer and developing their own radio show!

The Ask: Support community learning and education by donating to CFRC now!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **Spoken from the Heart**

The Pitch: Explain in your own words to your listeners how YOU feel about CFRC, why YOU volunteer your time on the airwaves, and what CFRC means to YOU!

The Ask: Ask your listeners to support the organization that means so much to you!

The How: Visit CFRC.ca today, and click donate now to get a tax receipt on your donation through Queen's University OR get donate through paypal and get a CFRC swag bag!

## **Radio Activism**

The Pitch: CFRC gives space on our airwaves to student groups, perspectives and opinions that critique the status quo and that don't get aired by other media. Our society is made up of many different points of views and belief systems. CFRC is curious, wide-ranging, and inclusive, so we provide this space for everyone to enjoy.

The Ask: If you are committed to freedom of expression, media democracy and fostering a voice for the voiceless, donate now!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **CFRC is You!**

The Pitch: CFRC is brought to you by community volunteers who are real people just like you. Our volunteers from all walks of life produce the programming, play the music, interview the guests, record concerts, lectures and community events for broadcast, do community outreach, and produce our public service announcements. We care deeply about music, art, and the issues affecting our community!

The Ask: donate now to CFRC to help us grow opportunities to welcome new community volunteers to our airwaves and podcasts!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **Community Access Radio**

The Pitch: I am a volunteer who walked into CFRC with my ideas, curiosity, and desire to contribute to our community! Without any previous broadcasting experience, I was

given the training and skills needed to make the radio program I love producing and you love listening to!

The Ask: You can help to keep this community radio station thriving so that it can provide these same opportunities for new volunteers in the future! Donate now!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **We Listen to You!**

The Pitch: Many of CFRC's most popular programs and initiatives stem from listener feedback, initiatives, and ideas. News, issues and events of topical interest and more find space on our airwaves alongside the local and independent music you love!

The Ask: We are your station and we listen to you! Donate now to help us expand our capacity to bring you more of the news and topics you want to hear about!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **A Worthy Cause**

The Pitch: Perhaps you're wondering if CFRC radio is a worthy cause to contribute to. Did you know that we are a hub for local non-profits and other charities to get their message across too? CFRC works with local groups to provide coverage and raise awareness about issues, initiatives, events, and campaigns that benefit the community as a whole.

The Ask: Support CFRC in its effort to support other community groups and causes in your community!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **A Living Tradition**

The Pitch: CFRC is the oldest campus community radio station in Canada and one of the longest running radio broadcasters in the world. CFRC was created and has been sustained by hardworking volunteers with a vision for 99 years! CFRC has not only survived, but thrived through countless technological revolutions while remaining local, personal and relevant. These qualities give CFRC its staying power, something the community can always count on with your help!

The Ask: Keep the tradition alive and kicking for future generations and into our second century as Canada's oldest campus community radio station! Donate now!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **CFRC is There For You**

The Pitch: Remind people that they wake up to radio, drive with it, eat and cook with it, walk with it, work with it, relax with friends and family with it, and even fall asleep to it. CFRC is there for listeners 24/7 365 days a year over 101.9 fm, streaming at cfrca.ca, and accessible too through Cogeco Cable 282 and our android and iphone apps.

The Ask: CFRC is always here for you, now you can be here for CFRC! Donate today!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **CFRC and my Show Are the Bomb!**

The Pitch: Where else on the FM dial can you listen to \_\_\_\_\_? (Fill in the blank with what your show has to offer!)

The Ask: If you like the songs I play, the issues I discuss, or the interviews I do, donate now!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **CFRC Starts Careers**



The Pitch: CFRC is a learning ground. We offer free broadcast skills and communications training to students and community members. Many former CFRC programmers now enjoy careers in journalism, media, public relations and more and landed those jobs because of the skills they learned as volunteers here.

The Ask: If you or someone you love got their start at a student paper, a campus or community radio station, or even right here at CFRC, donate now and help others launch their careers too!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **The Challenge**

The Pitch: Challenge listeners or a specific kind of listener (musicians, university staff, your colleagues, members of a local organization) to match a donation made by another donor who is their peer.

The Ask: I double-dog dare you to match this person's donation to CFRC!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **Here Today**

The Pitch: CFRC is so lucky to have the support of Queen's students who provide us with some of our operating revenues. However, we still chug along on a shoestring budget and radio equipment is pretty expensive! Costs keep going up and we need your help to ensure healthy equipment and a healthy tomorrow for CFRC!

The Ask: Keep CFRC healthy and it's equipment upgraded and in good condition so you can enjoy the best quality sound! Donate now!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **Bridging the Town Gown Divide**

The Pitch: CFRC is one of the only places in town where students, staff, faculty, and alumni from Queen's work together with Kingston community members and have a space to share their music, ideas, views, and concerns. Dialogue happens here and friendships form here between Queen's and Kingston community members! Great art happens too!

The Ask: If you want to encourage the growth of spaces for campus-community dialogue, donate now to CFRC!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **Time is Running Out**

The Pitch: Tell listeners how much time there is left in your program and how much you would like to raise to reach your goal before that time.

The Ask: Donate now to support my show and your favorite station before it's too late!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **Find the Donor:**

The Pitch: Picture your listener and the place where they might be right now...at home, at work, in the car, out for a walk....

The Ask: Encourage them to get on the phone and dial or go to our website now to donate!

The How: Visit CFRC.ca today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!

## **The Gift that Gives Back**

The Pitch: Your donation is rewarded in many ways, including the satisfaction of knowing you're helping CFRC to continue supporting independent music and local initiatives. But you can also get a sweet sweet tax receipt if you donate online, or instead of a tax receipt, you can also get some sweet sweet swag furnished by our local sponsors!

Describe gift levels here!

The Ask: Your donation is the gift that keeps on giving...right back to you too! Donate now!

The How: Visit [CFRC.ca](http://CFRC.ca) today, and Give to Queen's now to get a tax receipt for your donation to CFRC through Queen's University OR get donate securely through our website and get amazing free gifts!