

## How to Take A Pledge

When you sign up to volunteer on a phone during a Fund Drive, you will be answering incoming phone calls from listeners wanting to make a pledge to WAMC. You will be filling out a pledge form by hand. The ability to write clearly and quickly, as well as the ability to hear reasonably well, is required.

You will be seated in Pledge Central, in the same room that the on-air hosts are broadcasting. Please keep the sound proof doors closed when the red On-Air light is on, and keep your voice as low as possible.

There are instructions posted by each phone, so don't worry – there's nothing to memorize!

### Taking Pledges

- Your phone will not ring until you active it. When you leave your seat, please deactivate the phone.
- Wait for a full ring before answering your phone. Otherwise, you may lose your call.
- When you first answer the phone, greet your caller. Something like, "Thanks for calling WAMC. May I take your pledge?" is great.
- Fill out every field, even if your caller is already a member.
- One of the following boxes must be checked: OK ON-AIR or ANONYMOUS. Ask your caller if they'd like their name to be read on the air. If so, write in the OK ON-AIR box exactly how they want to be credited, e.g. "The Nelson Family" or "Nick and Nora, in memory of Asta"
- We don't spam or share member information. Ever. Ask for email addresses – it helps us keep our costs low and saves paper.
- Put your name, the date, and the break code on every pledge form. The break code is a letter from A to E, indicating segments of the day; this will be posted on the white boards in Pledge Central.

### Premiums

- The white boards will be updated with the current premium offer.

- Premiums require a \$100 minimum donation unless otherwise noted.
- Quantities are limited. Raise your hand ASAP to obtain an item sticker from the runner. DO NOT hang up before getting the sticker(s)!
- Ask the runner if a caller asks for a premium not currently being offered. We have other items by request – WAMC swag, crank radios, CDs of interviews.
- No premium? No problem! A pledge without a premium is fully tax-deductible and means more money goes directly to the station.

### **Payment**

- If a caller wants to pay by credit or debit card, carefully take down their card number and expiration date. (We do not need their security code.)
- If they would rather pay by check, leave this section blank and we will mail them an invoice.

### **Drawings**

- When we offer a drawing, **every caller** should be entered, even if they don't pledge.
- Write the caller's full name and phone number on an index card and hand the card to a runner.

This is what the Pledge Form looks like...

**PLEASE ALWAYS PRINT CLEARLY! THANK YOU!**

**OK ON-AIR**  
Write what they want  
said on air  
("The Gruber Family"  
or "Fred & Ginger")

**ANONYMOUS**

**DATE**  
Don't forget!  
Date is important!

**BREAK CODE**  
**A to E**  
(Check the white board)

**IMPORTANT: YOU MUST CHECK ONE OF THE BOXES ABOVE.**

**NAME:** First and last

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**PHONE NUMBER:** (\_\_\_\_) \_\_\_\_\_

**E-MAIL:** we NEVER share member info, including email

**AMOUNT:** \$ \_\_\_\_\_

**INSTALLMENT OPTIONS:**

Monthly (  ) Quarterly (  ) Semi-annually (  )

Other: \_\_\_\_\_

**IS THIS THEIR FIRST PLEDGE TO WAMC?**  
**YES    NO**

**CREDIT CARD INFORMATION**  
Note: if they prefer to pay by check, just leave this section blank. We will automatically mail an invoice.  
**Visa (  ) M.C. (  ) Amex (  ) Discovery (  )**  
**If not paying by CC, leave blank**  
**C.C.#: or write "invoice" or "please bill"**  
**EXPIRATION DATE:** \_\_\_\_\_ / \_\_\_\_\_

**COMMENTS / FAVORITE PROGRAMS:**

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**SPECIAL INSTRUCTIONS:**

**PLACE NEON PREMIUM STICKERS IN THIS BOX**  
**Raise your hand to get sticker(s)**

**THIS BOX FOR OFFICE USE ONLY.**  
**PLEDGE NUMBER:**

**VOLUNTEER:** Don't forget your name!

**PLEASE MAKE SURE TO FILL THIS FORM OUT COMPLETELY AND PLEASE ALWAYS PRINT.**  
Revised May 2013