



# **90.5 FM WCBE FUND DRIVE TRAINING**

**First things first: Thank you! You're taking time out of your schedule to help WCBE during our annual fund drive, we appreciate your contribution. Please read through this Volunteer Training guide before arriving for your shift.**

## HELPFUL HINTS:

- Before explaining the technical aspect, we would like to remind you that your phone captain will be available for questions throughout the entire process.
- Also, you can observe experienced volunteers to gain a better understanding of each step.
- Please remember to print every screen before pressing continue.
- Type carefully to try to minimize errors because the way you type the information is the way it goes into the system. Capitalize appropriately.



# IF YOU DRAW A BLANK AT ANY STEP IN THE PROCESS...



- There will be plenty of notes and suggestions located on the wall.



## HINTS CONTINUED....

- You're not finished until you see the thank-you screen. This lets you know that the credit card processed successfully.
- DO NOT HANG UP UNTIL YOU SEE THE THANK YOU SCREEN.



## STARTING OUT:

- Just about everyone could pledge online. Therefore, if someone calls, it's because he or she wants the personal contact. Make sure you're friendly and welcoming on the phone.
- It can be difficult to hear or understand the caller when it gets busy in the phone room. Please ask the caller to spell his/her name, address, etc. if you're having difficulty understanding. Don't guess.



# DIRECTIONS ON THE HOME SCREEN

- This is what your home screen will look like.
- The blue font indicates things you can read.
- An example would be, “Hi, would you like to make a one time donation on a credit card today? We offer gifts for donations of \$75 or above. Are you interested in receiving one?”

## VOLUNTEER PHONE SCRIPT

**Blue Type - Please read, as this is your script.**

**CHECKS - DO NOT accept pledges from callers who are going to mail their donations.** Ask them to please write the check out to THE WCBE FUND and mail to WCBE 540 Jack Gibbs Blvd. Columbus, OH 43215

**EMAIL** - If caller DOES NOT have an email address, please enter the following in email field on donation page: [pledges@iwaynet.net](mailto:pledges@iwaynet.net)

**Hello! Thanks for calling WCBE!**

**- Would you like to make a one time donation on a credit card today?**

**- We offer gifts for donations of \$75 or above. Are you interested in receiving one?**

(Proceed to below donation portal; each title is a separate link.)

### GIFTS AVAILABLE AT \$75 OR ABOVE



#### ONE TIME DONATION

**Thank you gifts available.** Thank you gifts are available to those who pledge a one-time donation of \$75 or above on a credit card.

### NO GIFT REQUESTED; PLEDGES DON'T QUALIFY FOR GIFTS



#### ONE TIME DONATION

**No gifts!** Declining a thank you gift from WCBE means that the full amount of your gift goes directly into paying for the programs you love to listen to.



# HOMEPAGE CONTINUED

- There are five options to choose from.
- The first option is a “One Time Donation, with gifts available at \$75 or above.”
- The second option is the caller chooses not to receive a gift and only wants to donate one time, or they are donation less than \$75. Declining a thank you gift from WCBE means that the full amount of the donation goes directly into the paying for the programs people love to hear!
- After that is the monthly donation option box. Due to installment plans, gifts cannot be applied.
- Quarterly donations will also not have a gift applied.
- If someone wants to be invoiced you can choose the “PLEDGE” box.

Hello! Thanks for calling WCBE!

- Would you like to make a one time donation on a credit card today?

- We offer gifts for donations of \$75 or above. Are you interested in receiving one?

(Proceed to below donation portal; each title is a separate link.)

## GIFTS AVAILABLE AT \$75 OR ABOVE

**ONE TIME  
DONATION**  
gifts available

### ONE TIME DONATION

Thank you gifts available. Thank you gifts are available to those who pledge a one-time donation of \$75 or above on a credit card.

## NO GIFT REQUESTED; PLEDGES DON'T QUALIFY FOR GIFTS

**ONE TIME  
DONATION**  
gifts declined

### ONE TIME DONATION

No gifts! Declining a thank you gift from WCBE means that the full amount of your gift goes directly into paying for the programs you love to listen to.

**MONTHLY  
DONATION**  
no gift options

### MONTHLY DONATION

No gifts offered! Installment plan cannot be applied to gifts

**QUARTERLY  
DONATION**  
no gift options

### QUARTERLY DONATION

No gifts offered! Installment plan cannot be applied to gifts

**PLEDGE**

PLEDGE - (Invoice sent in 4 weeks)

## VOLUNTEER PHONE SCRIPT

**Blue Type** - Please read, as this is your script.

**CHECKS - DO NOT accept pledges from callers who are going to mail their donations.** Ask them to please write the check out to THE WCBE FUND and mail to WCBE 540 Jack Gibbs Blvd. Columbus, OH 43215

**EMAIL** - If caller DOES NOT have an email address, please enter the following in email field on donation page: [pledges@iwaynet.net](mailto:pledges@iwaynet.net)

\* If someone wants to mail a check, the address is written above and will be available during your shift. They can write the check out to THE WCBE FUND.





## Donation Process

- After the caller tells you which type of donation they want you will see this screen.
- You will ask the caller his/her name. If you have any questions on the correct spelling, just ask! Type their type in the appropriate box.
- Ask if they are calling on behalf of a company. If so you can type it here.
- Next, ask for the address of the person. The second box will provide state options, such “OH” for Ohio.
- Don’t forget to get the zip code!

## Preview of the page

**\* Denotes Required Information**

**Registration Information**

Title	<input type="text"/>
First Name	<input type="text"/>
Last Name*	<input type="text"/>
Company Name	<input type="text"/>
Address*	<input type="text"/>
City, State ZIP*	<input type="text"/>
Country*	<input type="text" value="United States"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
Email*	<input type="text"/>

☐ I wish to receive future email correspondence.

☐ I prefer to make my donations anonymously.



## Donation Process

- Once you've entered the zip code. You can ask for the caller's phone number. The number helps to address any problems that might arise.
- An email address provides acknowledgment to their contribution.
- Some people will refuse to give you their email address or might not have one. In that case you can type in [pledges@iwaynet.net](mailto:pledges@iwaynet.net).
- Don't worry about memorizing the alternative email because it will be posted around your work space.

## Preview of the page

City, State ZIP\*  ,

Country\*

Phone

Fax

Email\*

☐ I wish to receive future email correspondence.

☐ I prefer to make my donations anonymously.

**Additional Information**

☐ I am interested in upcoming volunteer opportunities

☐ I allow WCBE to thank me on-air for my donation, if time permits

Please list your favorite programs, in order of preference

## Donation Process

- Next, you will want to ask if the caller wishes to receive future email correspondence. You can say that the emails are infrequent, so it will not stuff their email box. If they agree you can click this box.
- If the caller would like to make an anonymous donation you can click the this box.
- Don't forget to ask if the caller would be interested in upcoming volunteer opportunities, if so click the appropriate box.
- Ask the caller if WCBE has permission to thank them on-air for their donation. Click the box if they agree.
- Lastly, it's not too busy you can ask the caller about their favorite programs. You can then type the names or description into the box.
- Before clicking continue PRINT the screen!

## Preview of screen

City, State ZIP\*  ,

Country\*

Phone

Fax

Email\*

☐ I wish to receive future email correspondence.

☐ I prefer to make my donations anonymously.

**Additional Information**

☐ I am interested in upcoming volunteer opportunities

☐ I allow WCBE to thank me on-air for my donation, if time permits

Please list your favorite programs, in order of preference

Continue >

## Preview of Screen

### Donation Process

- The next screen repeats some of the information you just typed in.
- Depending on the amount that the caller wants to give is the option you will click. The “other amount” will allow you to type in the amount that caller wants if it is not already listed.
- The two boxes under “Designation: Membership Fund” have already been answered by the caller at this point, so just click if it’s appropriate to the caller’s needs.
- Now you can ask the caller for their credit card number and type it into the box. Be sure you read back the number to avoid mistakes.

**\* Denotes Required Information**

**Donation Information**

Title

First Name

Last Name\*

Company Name

Address\*

City, State ZIP\*  ,  OH

Country\*  United States

Phone

Fax

Email\*

☐ I wish to receive future email correspondence.

Amount\* ☐ \$75 CHOOSE GIFT BELOW  
☐ \$90.50 CHOOSE GIFT BELOW  
☐ \$125 CHOOSE GIFT BELOW  
☐ \$150 CHOOSE GIFT BELOW  
☐ \$300 CHOOSE GIFT BELOW  
☐ \$365 CHOOSE GIFT BELOW  
☐ \$500 CHOOSE GIFT BELOW  
☐ \$1,000 CHOOSE GIFT BELOW  
☒ Other amount: \$

Designation  Membership Fund

☐ This donation is on behalf of a company.  
☐ I prefer to make this donation anonymously.

**Payment Information**

Credit Card Number\*

Type / Expiration Date\*  MasterCard  (mm/yyyy)

Cardholder's Name\*

Card Security Code\*  [? Help](#)

Comments

**Select THANK YOU GIFT, if donation is AT or ABOVE corresponding level.**

Source

[Proceed to Verification](#)

# CONTINUED PAYMENT PROCESS...

- Once you've typed in the credit card number ask what type of card they have, such as MasterCard or Visa.
- Then you can ask for the expiration date. It's important to remember you need a four digit year.
- Next, ask if the person has the same name as the cardholder's name.
- The security is a three digit code for every card, except American Express.
- The comment box allows for any message the person would like to send to the station or a certain staff member.
- In the section title, "Source" you will find a list of available thank-you gifts. Click on it and a drop down menu will appear. Select the gift option at or above the corresponding donation level.
- Before you click "Proceed to Verification," please PRINT!

The screenshot shows a web form titled "Payment Information" with a dark green header. Below the header, there are several input fields: "Credit Card Number\*" (a text box), "Type / Expiration Date\*" (a dropdown menu showing "MasterCard" and a date input field with a "(mm/yyyy)" placeholder), "Cardholder's Name\*" (a text box), "Card Security Code\*" (a text box), and "Comments" (a large text area). A red arrow points from the "Type / Expiration Date\*" dropdown to the "Date" input field. Below the "Payment Information" section is another section with a dark green header that reads "Select THANK YOU GIFT, if donation is AT or ABOVE corresponding level." This section contains a "Source" dropdown menu and a "Proceed to Verification" button. A red arrow points from the "Source" dropdown to the "Proceed to Verification" button. A red circle is located in the bottom right corner of the slide.

# Verification Screen

- This screen is a summary of the donation information that was entered. Do NOT get off the phone with the caller until you reach the confirmation page that reads, **“Your donation has been processed.”**
- The page resembles an email.
- **Print the screen.**
- Then proceed to the confirmation page.



## IMPORTANT...

DONATION PROCESS IS COMPLETE WHEN YOU REACH THE DONATION PAGE THAT LOOKS LIKE AN EMAIL MESSAGE. IF YOU DO NOT REACH THIS PAGE, YOUR DONATION HAS NOT BEEN PROCESSED!

Tell a friend

Please verify the following information:

Donation Information

Title

First Name Deb

Last Name Raita

Company Name

Address 61 Glenmont Ave.

City, State ZIP Columbus, OH 43214

Country United States

Phone 614-262-7061

Fax

Email Deb.Raita@gmail.com

I wish to receive future email correspondence.

Amount \$150.00

Designation Membership Fund

Payment Information

Credit Card Number \*\*\*\*\*1026

Type / Expiration Date Visa 01/2012

Cardholder's Name Deborah R Raita

Select THANK YOU GIFT, if donation is AT or ABOVE corresponding level.

Source VIP Member: Undecided Only (\$150)

[Make Donation Now](#)



ABOUT SSL CERTIFICATES

TO  
PROCESS  
CLICK  
ABOVE

(Above is an example of how your screen will appear with the information filled in.)



# If you receive this message....

- If you receive this message please verify the credit card information.
- **Print.**
- Proceed to the next page.
- If the message appears again, ask the caller for another credit card or ask your phone captain for help.



## IMPORTANT...

DONATION PROCESS IS COMPLETE WHEN YOU REACH THE DONATION PAGE THAT LOOKS LIKE AN EMAIL MESSAGE. IF YOU DO NOT REACH THIS PAGE, YOUR DONATION HAS NOT BEEN PROCESSED!

 Tell a friend

\* Denotes Required Information

We were unable to process your gift due to the following error(s):

- We were unable to authorize the credit card specified.  
(Unknown credit card type.)

Your credit card has NOT been charged. Please check that the credit card you are using to make your donation is accepted by this organization. If so, please check the data you entered and click the 'Proceed to Verification' button to try again.

### Donation Information

Title			
First Name	Richelle		
Last Name*	Artczak McCuen		
Company Name			
Address*	540 Jack Gibbs Blvd.		
City, State ZIP*	Columbus	OH	43212
Country*	United States		
Phone	614-365-5555		
Fax			
Email*	rant@wcbe.org		

☐ I wish to receive future email correspondence.

# FINAL SCREEN

- Once you've arrived at the screen you will see the email that will be sent to the donor. This screen lets you know that the payment has went through.
- Now it's time to **THANK** the caller. Don't forget to print the screen.
- Ok...now you can hang up.



## IMPORTANT...

DONATION PROCESS IS COMPLETE WHEN YOU REACH THE DONATION PAGE THAT LOOKS LIKE AN EMAIL MESSAGE. IF YOU DO NOT REACH THIS PAGE, YOUR DONATION HAS NOT BEEN PROCESSED!

Tell a friend



CENTRAL OHIO'S NPR STATION

**YOUR DONATION HAS BEEN PROCESSED.  
THANK YOU FOR YOUR SUPPORT!**

Dear: Deb Raita

Thank you for your gift in support of WCBE. Your donation greatly helps our organization sustain itself.

**Please save this email for your tax purposes.**

If receiving a thank you gift for your donation, please subtract the fair market value of the item from this receipt. Fair market values of thank you gifts offered are listed online in the Listener Support section at [wcbe.org](http://wcbe.org). Thank you gifts will be shipped to each member's home, arriving 10-12 weeks from date of donation.

Donation: \$150.00  
Gift Type: donation  
Campaign: Membership Fund  
Date: September 23, 2011

### MATCHING GIFTS

Did you know you can double your donation's power to WCBE? Many companies match their employees' gifts to public radio. Check our list at [wcbe.org](http://wcbe.org) to see if your company will join you in supporting central Ohio's independent NPR station!

### MORE INFORMATION ABOUT WCBE

WCBE is not-for-profit radio station which is owned and operated by an instrumentality, the Columbus Board of Education. Our federal ID number is 31-6400416. Check with your attorney, accountant or other tax advisor for additional information on how your donation to WCBE can qualify for a charitable contribution deduction on your taxes.

With deep appreciation,  
Richelle Antczak McCuen

Membership Director  
614-365-5555 ext. 251

(A copy of this confirmation was sent to the following email address: [Deb.Raita@gmail.com](mailto:Deb.Raita@gmail.com) on 9/23/2011 at 12:52:40 PM.)

[Return to 90.5 FM WCBE home page](#)



**THANKS AGAIN FOR DONATING YOUR TIME!  
WE APPRECIATE IT!**



**THANKS AGAIN FOR DONATING  
YOUR TIME! WE APPRECIATE  
IT!**