



# LIVERPOOL-FAIRFIELD COMMUNITY RADIO CO-OPERATIVE LIMITED

ABN 58 832 839 936

## Radiothons at 2GLF

### Introduction

From 2014 there have been requests to hold radiothons. These have been assessed on a case-by-case basis as a request was made. As the number of requests has increased, from May 2016, when making a request for, or granting permission to hold a radiothon the following will apply.

### Purpose

For the purpose of this document, a radiothon is defined as an on-the-air radio campaign, often lasting a set amount of time, designed to raise money for 2GLF, charity and/or specific causes, from listeners phoning in and pledging specific donations. Some gifts may be offered (incentives) for donations as part of the radiothon.

### Policy

At 2GLF radiothons will be considered on their merit. The following purposes are considered appropriate for a radiothon:

- Fundraising for 2GLF
- Fundraising for Humanitarian Causes, e.g. earthquake, tsunami, cyclone, refugee appeals
- Fundraising for Charities that are based in Australia, e.g. The Cancer Council, Red Shield Appeal, Beyondblue
- Fundraising for Community Projects based within Liverpool and Fairfield.

Radiothons are a good opportunity to raise funds and the station supports them. However, if they are used too frequently they become a less effective tool for raising funds. Listeners can get fundraising burn out. For this reason radiothons will be limited to one every six months.



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## Application

A written proposal from the organisation planning the radiothon, to the Board of the Liverpool-Fairfield Community Radio Co-operative must be presented at least six weeks before the intended date to hold a radiothon. The ideal proposal is one that is short, simple, clear and concise. One page is adequate or if the proposal is more complicated, then four pages will suffice. The proposal must include:

1. The organisation requesting the radiothon
2. The details regarding the specific reason/s for holding the radiothon
3. The target to be reached
4. Proposed date and the length (in hours) of the radiothon
5. The person responsible for conducting the radiothon
6. The number of phone handlers and their names
7. Equipment required
8. Any specific involvement of 2GLF members and volunteers
9. Documentation showing the registration of the organisation and the evidence that the organisation has Deductable Gift Recipient Endorsement (certified copies). DGR status must be current
10. A Fundraising Authorisation for the group or a Fundraising Authorisation from a group that has one. These can be obtained through the NSW Fair Trading who assumed responsibility for the process on 1st July 2015
11. Information on how the listeners will contribute to the fundraiser. Will payment be made directly to the organisation via the internet or telephone?
12. The timeline for the issue of receipts
13. A running sheet to show how the radiothon will progress, e.g. special guests, segments, and what is to be the content of the radiothon.(This is for documentation purposes).



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## Planning Considerations

- Will the time that you request be part of a particular show or will it involve the request of airtime from other shows?
- Forward planning and promotion should lead to a large number of listeners and potential financial supporters.
- 2GLF will need to inform all members that the radiothon is being conducted

The radiothon will need an evaluation, conducted by the organisation and 2GLF, highlighting any problems that could be improved for future radiothons.

## Approval

The proposal should be sent to the Secretary of the Co-operative at least six weeks before the proposed radiothon.

The following will apply:

1. The proposal will go to the Board
2. The outcome of deliberations will be sent in writing to the Organisation requesting the radiothon. The decision will be final
3. If the radiothon involves additional airtime, the Programming Committee will be responsible for informing the shows involved.

## Role of Producer and Presenter

The role of the producer or co-ordinator is crucial for the smooth running of the event. A radiothon is usually normal programming with the added emphasis of raising funds.

- The producer or co-ordinator is the person(s) whose purpose it is to keep track of the donations.
- The presenter and the producer should work together to raise as many donations as possible in the most entertaining way
- The presenter is responsible for the pacing of the program making sure music and entertaining talk happen whilst asking for donations to support the radiothon
- Making a good and varied pitch is important when raising funds
- The presenter should appeal to the listener by highlighting specifically what the donations will be used for
- The producer will keep track of the pledges so that the presenter can keep the listeners up to date on the amount of funds raised



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- Information will be restricted to name, suburb and amount pledged
- This could help encourage others to donate
- It also shows that the fundraiser is genuine
- People like to hear their name on the radio

It is not the responsibility of the presenter/producer of the radiothon to approach other presenters for their airtime. The Board together with The Programming Committee is responsible for the allocation of airtime.

## Deductable Gift Recipient Endorsement

A Deductable Gift Recipient is an organisation with a 'special tax status.' If an organisation is endorsed (officially recognised) by the Australian Taxation Office as a DGR, people who make gifts or donations to that organisation are able to deduct those gifts for their own income tax purposes. If the whole organisation is not eligible to be a DGR, certain activities may attract DGR status.

The radiothon must have a DGR status so that listeners can receive a receipt.

Version	Prepared by	Effective date
Version 2.0 Revised	Chris Sparrow	March 2022