

# MANAGERS

Manage the Brand • Set the Course

## CONSISTENCY

Unify pledge drive, branding, and PR messages across all fundraising efforts

Assist Program Director to develop breaks matching the quality of your best hosts year-round

Ensure your pledge hosts build on station's TSL and AQH

## STRATEGY

Select messages to achieve specific goals for each drive

Rotator function allows planned repetition of messages –  
Highlighter function shows how strategies have been implemented

Re-use best breaks from previous drives – why reinvent the wheel?

## DIRECTION

Staff directors can review, edit, and approve messages in advance

Administrators can craft essential messaging for critical PR issues such as federal/state funding and editorial independence

Set the tone for use of premiums, drawings, and matches

*"PledgeDriver is a game changer. It's made all the difference in the sound of our pledge drives. Staff and audience all say so."*

– Roger Sarow, President and General Manager, WFAE, Charlotte NC