

Training Topic: 90 Second Commercial

What should I include in my 90 second commercial?

- **Context** – Define the area (s) of interest and share relevant context with the donor.
- **Gap/Opportunity** – Describe the known gap and what is not currently taking place and build the cause for support for your unit in this area.
- **Priorities** – Describe what the college/unit is doing in the specific area of interest and explain why it is important. This is where you will weave in your priority menu that we discussed last session.
- **Impact** – Talk about the impact the gift will make. What will change as a result of this gift? Do not focus on the numbers but on tying the donor's emotional connection to the cause and impact the gift can make.
- **Cool Kids** – If relevant share a donor (s) that has given at this level and that can help move the donor you are pitching to make the gift.
- Conclude commercial with a galvanizing question that invites the donor's input.

Sample 90 Second Commercial:

Context

Field to Faucet is a water quality program launched by the College of Food, Agricultural, and Environmental Science to ensure safe drinking water while maintaining an economically productive agricultural sector. This initiative will seek end-to-end solutions to hazardous algal blooms that we experienced this summer in Lake Erie, leaving Northern Ohio without drinking water for over a week and other water quality issues.

Gap

Clean, sustainable water for the state of Ohio for decades to come.

We know the problem, but we need to raise the money to do the research to find the solutions.

Impact

1. Safe Drinking Water
2. Reduce Nutrient Runoff
3. Reuse/Recycling of Nutrients; Harvesting of Blooms
4. Quality of Lake Erie

Priorities

- **The Ohio State University Ohio 4-H Youth Development Program (\$2.5M)** – To build upon the 4-H program “There’s No New Water”, Ohio State would harness the creativity and interest in some of its 250,000+ youth in Ohio involved in 4-H. The support could be allocated to endow a position to focus in this area throughout the state and programmatic support to facilitate discussions, projects, contests, etc. focused around water quality.
- **The Ohio State University College of Food Agricultural and Environmental Sciences (OSU CFAES) (\$20,000,000)** – The support would be allocated as both current use (to fund near term research and programmatic needs) and endowment support (to provide a long-term fund source). A part of the endowment support would support an endowed extension educator to take a leadership role in the endeavor.
- **OSU CFAES Outreach and Engagement (\$2.5M)** – OSU CFAES will continue to execute based on its land grant mission of helping Ohioans by providing outreach, education and engagement around this topic. Fertilizer application certification training program.

Cool Kids

- The College of Food, Agricultural, and Environmental Sciences
- The Ohio Farm Bureau
- Governor Kasich and the State of Ohio
- Beck’s Superior Hybrid

Does this resonate with you?

NOTES: