

HOW TO WRITE A CHARITY ADD

Mention the Charity

The charity should be introduced immediately at the beginning of the radio commercial. Ideally, it should begin with creating or identifying a need.

For example, if you are promoting the SPCA, your 30-second radio spot could start with, "You wouldn't leave a child alone on the street? Why would you leave an animal there? The SPCA helps abandoned animals to find homes."

With this strategy, you have managed to introduce the need and the charity service within the first 10 seconds of the ad. The beginning of the ad always should grab the listener's attention by offering to solve a problem. This helps the listener pay attention to the rest of the message.

Writing Prompts:

How can you _____? (How can you help save animals?)

Would you like to _____? (List something that your charity helps solve.)

Discuss Its Work

Now that you have your listening audience's attention, it is time to quickly discuss the benefits that your charity has to offer. Focus on the main benefits. You don't want to rush through your ad and have the information come out jumbled.

You could say, "The SPCA has been rescuing abandoned animals for over 80 years. We have provided free spay and neutering services to owners and help find new homes for pets for 1000's of pets each year."

Writing Prompts:

The _____ (charity) has been _____ (What the charity does.) for over _____ (How long has the charity existed?) _____ (charity) also _____, _____ and _____ (list of charity activities)

Call to Action

Mention the problem: This may be about people, animals, the environment but we will focus on the people that suffer from poverty in Hong Kong. So your radio ad is going to state the main causes of poverty in Hong Kong. Remember that your radio ad should focus on the problems that your chosen charity helps.

You could say, "1000s of animals are abandoned across Hong Kong every year. Animals are left to survive on their own in country parks and back alleyways. Many do not survive the month and die sick and Hungry. People buy these pets as

cute gifts to friends and family but these pets often out grow into full sized animals that require daily care taking. Rather than take responsibility, owners abandoned these poor confused animals.

Writing prompts:

In Hong Kong, _____ (number of people affected) people suffer from _____ (problem).

The cause of _____ (problem) is the _____ cause of the problem.

Over the years, the problem of _____ (problem) has _____ (trend 動向 of the problem).

Mention the opportunities: This is going to be about how citizens can help the charity. It may be through volunteer work, fundraising, awareness or simply giving money. This needs to be something that the charity actually provides/does.

You could say a few ways of helping but I'm going to list one, "Help the SPCA help these animals by volunteering your time to fundraising activities across Hong Kong. One day a year can mean the difference... All that's required is your help in promoting awareness and helping to sell fundraising materials."

Writing prompts:

You can _____ (helping action) to help _____ (charity) stop the problem of _____ (problem).

Why not _____ (helping action) help _____ (charity) today?

Final Reminder and Contact information

Lastly, you need to close your ad with a quick call to action and a reminder about what your charity does. You can close with a strong fact about the problem or a reason for the listeners to call your charity.

You could say, "Help the SPCA help animals all over Hong Kong because these animals can't help themselves. They need your help. Are you willing to save a life?"

Finish with the contact information on how to reach your charity. This could include websites, phone numbers or Facebook sites. Remember to repeat the information twice so that listeners can write down the information.

For example, if you are using a Facebook site, you could say, "Find us on Facebook at SPCA Hong Kong. Share our link, promote what we do, or find out how to volunteer. That's SPCA Hong Kong on Facebook."

Writing the advertisement

Step 1

Write your script in the proper format. The name of the charity should be written at the top of the script, along with the name of the advertisement spot and the running time. Format your script into two columns. The left column will be the source column (speaking characters primarily), and the right will be the dialogue, action and sound effects.

Step 2

Understand radio ad conventions. SFX stands for sound effects. Write this in the column in all capitals and underline it any time you have a sound you want in your ad. Write the sound in the column of your script. Use ANNCR any time the announcer is narrating. Use a double dash any time you want a slight pause. Capitalize speaking characters in the left column, and write their dialogue in the right column

Step 3

Focus your radio script to include a strong hook that attracts your audience's attention, engage the listeners with an entertaining presentation and leave them excited enough to go out and support what your charity.

Step 4

Time your script when you've finished writing it. If the script is supposed to be 30 seconds, be sure it's exactly 30 seconds.

	CHARITY
	30 seconds
	Title of the advertisement
MUSIC:	<u>MUSIC IS ALWAYS CAPITALIZED AND UNDERLINED</u>
SFX:	AMBIENT NOISE TYPICAL OF AN OFFICE. THIS IS SOUND EFFECT. WRITTEN IN CAPS.
JACK:	Hi my name is Jack. Name is written on the left side. Whatever I say or do is written on this side. I need to call my wife. (Fading off) Where is the phone...
SFX:	AMBIENT NOISE IN APARTMENT. TV IS ON. SOUNDS OF DISHES BEING WASHED. THIS IS SOUND EFFECT. WRITTEN IN CAPS.
JILL:	I am another character. The same format applies here.
SFX:	(LOUD PHONE RING. THIS IS SOUND EFFECT. WRITTEN IN CAPS. INDENTED WHEN WITHIN A SCENE).
JILL:	Huh, (PLATES HIT THE FLOOR. SFX WITHIN DIALOGUE WRITTEN HERE). Oh, the phone scared me! Hello?
JACK:	Hi Jill. I am going to be late tonight.
MUSIC:	SAD INSTRUMENTAL UP AND OUT
ANNCR:	I am the announcer. Typically the spokesperson for the product.