

**Flip-The-Script Fundraising™

A New Fundraising Option for Volunteer Fire Departments**

Part I — What Is "Flip-The-Script" Fundraising?

Volunteer fire departments have relied on the same fundraising "scripts" for decades. They work — but they all depend on asking your community for **new money**, and in today's tight economy, that's becoming harder every year.

Here are the three traditional fundraising scripts:

Script 1: Direct Donations

Your department sends out a mailer or letter asking residents for a financial gift. Donors give out of loyalty, gratitude, or community pride. They expect nothing in return except knowing they helped.

Script 2: Fundraising Events

Fish fries, chicken BBQs, pancake breakfasts, gun bashes, bingo nights, carnival weeks, hoagie sales — all the familiar events that require volunteers, planning, supplies, and time.

Script 3: Fundraising Sales

Raffles, ticket sales, calendars, T-shirts, small items, or novelty products. Supporters buy something they may not need, simply to help the department.

These methods are part of fire-service tradition — but they all rely on asking donors for **fresh money**.

Flip-The-Script Fundraising™ changes the entire model.

Instead of asking donors for new money, your department offers them a way to **replace something they already spend money on every month** with a better or more valuable alternative.

If the donor is already paying for a service, and your department offers a replacement that:

- costs less, **or**
- provides more value for the same cost

…then the donor benefits **without spending new money**, and your department earns recurring monthly income.

This is the “script flip.”

You are not asking for a new donation. You are offering a **replacement** for an existing expense.

Part II — What Is the Replacement?

The replacement is a modern television and entertainment service provided by **NovaCast** — a streaming platform that functions much like “Spotify for TV.”

Just as Spotify replaced CDs and downloads for music, NovaCast offers:

- virtually unlimited entertainment
- movies, series, documentaries
- worldwide programming
- sports content
- specialty channels
- a modern streaming experience

For many households, television is technically a “want,” not a “need.” But in reality, most families — especially in rural and small-town communities — rely heavily on TV for entertainment, news, weather, and sports.

Two important realities for fire-department communities:

1. **Not everyone pays for TV service.** In many rural or semi-rural areas, only **30–45%** of households pay for cable, satellite, or multiple streaming services. The rest use antennas or minimal streaming.
2. **The program is not one-size-fits-all.** Some donors will save money. Some will get more value for the same money. Some will simply support the department because they want to.

Your donor base determines how the program performs — and that’s why every department receives a **personalized plan**.

Part III — How a Flip-The-Script Fundraising Campaign Works

Every department receives a customized plan based on:

- size of your donor base

- your mailing list
- your community's TV habits
- geography (especially antenna reception areas)
- your fundraising goals
- your volunteer availability

Here is the general structure:

1. Warm-Up Phase (Build Curiosity)

You announce that a **brand-new fundraising campaign** is coming — one that will completely "flip the script."

You tell donors:

- they will **not** be asked for new money
- they will be offered a way to **replace** something they already pay for
- the replacement will provide **greater value**
- details will follow in two weeks

This creates anticipation and positive curiosity.

2. Campaign Launch (Introduce NovaCast)

Two weeks later, you introduce the product: **NovaCast**.

By this time:

- your department's NovaCast page is set up
- your donors can subscribe immediately
- you have no product to buy
- you have no inventory to track
- you have no money to process
- everything is handled automatically

Your only responsibility is sending out your mailing — and we work beside you through the entire process.

3. Donor Decision

Donors choose whether NovaCast fits their household.

They may participate because:

- it replaces something they already pay for
- it provides more entertainment value
- it supports your department
- it costs less than what they have now
- it offers bonuses that can offset their cost

The subscription is:

- monthly
- cancelable at any time
- no contract
- no penalty

4. Monthly Income for Your Department

Every month a donor renews their subscription, your department receives a check.

Most departments run an active campaign for two weeks, then allow the program to continue passively as recurring income.

Summary

You now have a clear overview of Flip-The-Script Fundraising™ — a modern, donor-friendly approach that does **not** ask supporters for new money, but instead offers them a replacement for something they already use.

If you have questions, you're not alone — most departments do. If you'd like to see how the product works, we can easily arrange a personal or group Zoom demonstration.

Thank you for your interest, and thank you for everything your department does for your community.

Joe, this message contains **only** the report — nothing else. You should now be able to highlight and copy it cleanly.

Once you confirm you've copied it successfully, we'll start a **new chat window** to keep things smooth and easy going forward.