



Action Needed

Additional Gift • Lapsed • Acquisition

This workhorse is a *longtime, top-performing package* for stations across the country. The eye-catching bright yellow background gives it high impact in the mailbox. We like it best when there is true urgency to your appeal — calendar year end, fiscal year end, or a match opportunity, for instance. We see strong performance across all audience segments (add gift, lapsed and acquisition).

Station Logo

<Station Name>
<Station Address line 1>
<Station Address line 2>

Nonprofit Org.
U.S. Postage
PAID
<Station Name>

Program decisions being made now. Your support shapes the future of <station name> programs. Please act today!

9999999999 ZZZZZZZZZZ
Mr. John Q. Sample
Allegiance Fundraising
36 Cordage Park Circle, Suite #225
Plymouth, MA 02360



▶▶ Action Needed

Program decisions being made now. Your support shapes the future of <station name> programs. Please act today!

9999999999 ZZZZZZZZZZ
Mr. John Q. Sample
Allegiance Fundraising
36 Cordage Park Circle, Suite #225
Plymouth, MA 02360



Station Logo

I'm writing today because I believe you are an informed, caring person who appreciates the thoughtful, engaging programs found on <Station Name>. In order to maintain these outstanding programs, we're asking you to help ensure that the thought-provoking and heartwarming shows you cherish remain part of our shared television experience.

March is a pivotal month at <Station Name> as we begin planning for the new budget year beginning on July 1. It takes substantial resources to purchase and produce the high-quality, commercial-free programming you depend on from <Station Name>. That's why I'm asking for your financial support before <deadline>.

We depend on viewer support to continue to bring you and everyone in our community programs that make a difference. That's why we're counting on you today.

I invite you to be a driving force behind the creation of exceptional, educational, and inspiring television programming and become a member of <Station Name> today. Your tax-deductible gift of \$40, \$60, \$90 — or whatever amount is right for you — will directly contribute to the acquisition and development of the shows that hold a special place in your heart.

As a valued member of the <Station Name> community, your donation of \$60 or more comes with exclusive perks. You'll receive a one-year subscription to our programming guide xxxNamexxx, plus you'll have access to a treasure trove of content and the convenience of streaming your favorite PBS programs through <Station Name> Passport.

By taking action now, you'll play a pivotal role in ensuring the continued success of this essential service. The array of ideas, insights and entertainment that grace your screens daily relies on your membership support.

Maybe you appreciate learning about history, scientific discovery and exciting new technologies on *Antiques Roadshow*, *American Experience*, *Nature*, and *NOVA*... the nurturing lessons on *Daniel Tiger's Neighborhood* or *Wild Kratt's*. Perhaps you count on engaging discussions on national and local topics with *Frontline*, *PBS NewsHour*, *Washington Week* and our locally produced *<local public affairs program>*.

<Station Name> • <Station Address> • <Station Phone> • <Station URL> (over, please)

I WANT TO HELP PRESERVE THE ENRICHING PROGRAMS FOUND ON <STATION NAME>

Enclosed is my membership gift of:

\$40 \$60* \$90 Other \$ _____
*Includes a one-year subscription to our program guide, plus <Station Name> Passport

My check is enclosed, payable to <Station Name>.

You can also donate online at <Station URL>

Please charge my gift to:
 MasterCard VISA Discover AMEX

Card Number _____ Exp. Date _____

Signature _____

E-mail (Required for Passport) _____

9999999999 ZZZZZZZZZZ
Mr. John Q. Sample
Allegiance Fundraising
36 Cordage Park Circle, Suite #225
Plymouth, MA 02360

▶▶ PLEASE RESPOND BY <DEADLINE>. THANK YOU!

Station Logo <Station Address line 1>
<Station Address line 2>

And let's not forget the world-class entertainment on **Great Performances** and the gripping dramas on **Masterpiece**, that have captivated viewers for over five decades.

Please don't take <Station Name> for granted. Act now! Your generous support will help preserve programming that exists solely to serve your needs — not those of corporations and advertisers.

If you value excellence... if lifelong learning holds a special place in your heart... if thought-provoking programming adds meaning to your life, then send your tax-deductible gift to <Station Name> today. Your active participation counts now more than ever before and is truly appreciated!

Thank you for your generosity and for the trust you place in this non-profit public television station. <Station Name> is dedicated to serving you with programs and services that enrich, educate, and inspire viewers across <state/region>.

Sincerely,

Signature

<Station Signer>

<Station Signer Title>

P.S. This March campaign is the largest and most critical fundraiser of the year for <Station Name>, as we plan the purchase and production of programs you'll enjoy next year. Please keep the programs that are most important to you on <Station Name> by sending your gift before <deadline>. Thank you!

P.P.S. Save a stamp and time by donating online at <Station URL>. Or use your mobile phone camera to scan the quick response (QR) barcode shown below and you'll be directed to our secure, online donation form.

Donate easily by phone!

Use your mobile phone camera to scan the quick response (QR) barcode and you will be directed to our secure online donation form.



Your opinion is important to us! Please share with us your favorite programs on <Station Name>:

Other Ways to Give

Make a Planned Gift

Make a lasting impact on protecting public media for the next generation by including <Station Name> in your Will or Living Trust or name us as a contingency beneficiary, so <Station Name> is included along with your loved ones.

Employer matching gift

Many employers will match an employee donation. Contact your HR department to make your gift go further.

From:



Thanks
for your
help!

Station Logo

<Station Name>
<Station Address line 1>
<Station Address line 2>

