

Annual Fund

Additional Gift • Lapsed • Acquisition

The Annual Fund theme is a "pillar campaign" in many nonprofits' fundraising programs. It's a bigpicture theme with a broad case for support that always has a place in the organization's fundraising calendar because it's mission-driven and continues to perform year after year. This makes it a strong campaign theme to leverage for public media — not just in direct mail but across all channels!



Station Logo ANNUALFUND Please respond by December 31 Dear Mr. Sample, Thank you for being such a good friend to <Station>. Your loyal support has kept quality television programming available for you and all of those who live in the <region>. ALL CREATURES GREAT & SMALL adding to ours - with more As you know, public television is vitally important in providing a free space for learning, information, and entertainment. But it takes a partnership with caring community members — people like you — for us nore informed member of our partiesting with caring community members — people like you — los to deliver the type of programming you've come to enjoy and depend on. hity services the station provides.> to make a positive impact on the And today I'm writing because we need your help again. ation>, you're not just helping us, ur family, friends, and neighbors Our 2024 Annual Fund Drive is underway. We must raise <\$\$\$\$\$\$ by December 31. Your gift will help keep essential resources and extraordinary programs available to you and everyone in our community. While other stations fill their coffers by interrupting their programming with numerous commercials, <Station> relies on member support. In fact, member contributions are our most important and reliable source of income. Isn't that remarkable! and your community... to transport ood... and to evoke lively As a not-for-profit organization, we exist to serve the people of <region> and the greater community sary to keep the programs not profit from them. Your Annual Fund gift of <\$Ask1>, <\$Ask2>, or <\$Ask3> will allow us to continue to deliver the wide variety of quality programming that you can't find anywhere else. Whether you access us on your television, online, or on demand, <Station> is where you can find flagship PBS programs like Masterpiece, Finding Your Roots, Great Performances, and All Creatures Scan to Donate! We're your source for fact-based, unbiased journalism that gives We re your source for fact-based, undiased journalism that gives people the opportunity to come together to share ideas and information. Station-brings you the highest quality journalism and remains one of the most fusted institutions in America — just as it has for the past 20 years. finding as it has for the past 20 years. With arts programs being eliminated from school curriculums and with a to programs being enumered from school connectation and the cost of theater tickets rising to new highs each year, <Station> is the one place where everyone can still access world-class performances and let their hearts soar! sport Station Logo <Station Name> • <Station Address> • <Station Phone> • <Station URL> Member gift of \$5 You'll have extended Put my **Annual Fund** gift to work to support the programs on <Station>. ion programming such an 1,000 episodes of PBS \square I would like to become a sustaining member of <Station Name> with an ou access to more of the ongoing monthly contribution. (See back) ☐ Enclosed is my check, payable to <Station Name>. Or, enclosed is my membership gift of: □\$XX □\$XX* □\$XXX □Other\$ Please charge my gift to: ☐ MasterCard ☐ VISA ☐ Discover ☐ AMEX 99999999999 ZZZZZZZZZZZZ Mr. John Q. Sample Allegiance Fundraising 36 Cordage Park Circle, Suite 225 Plymouth, MA 02360-7320 **IEMBER** bank each month the amount ոլոկիկիկելուայեւենկիսիուհյ**⊈**փիսորկերի count I wish to use. E-mail (Required for Passport) You can also donate online at <Station URL> □\$30 Station Logo <Station Address line 1> <Station Address line 2> Other \$_ Card Number Exp Date