



Democracy

Additional Gift • Lapsed • Acquisition

While this package could be written to mail anytime, we like this package best in a presidential election year. Public affairs and news programming is emphasized, but the core message focuses on the trust audiences have in public media stations. The package is appropriate for current, lapsed and prospective donors.

Alternative header option...

INFORMATION. INFORMED CITIZENRY. UNDERSTANDING.

Station Logo

Dear Mr. Sample,

You play an integral role in shaping American democracy.

That's not an exaggeration, and here's why. For the 19th year in a row, PBS has been named the most trusted institution in America in a nationwide study*. We've earned that trust in part through our unwavering commitment to fair and thorough reporting on <Station Name>.

We are grateful for your past support. Your contribution allowed us to create and broadcast trustworthy television programs that are instrumental in fostering an informed citizenry. And during this very important election year, we're reminded that information, and understanding is the cornerstone of our nation's democracy.

Without your steadfast support, our desire to make unbiased, informative programs would be just a dream. You make it a reality.

Will you support us once again? Please send your special gift to <Station Name> today so we know we can count on your support for future programming.

Our dedicated writers, producers, and journalists are digging and probing to help us understand these complex and fascinating times. With a critical election right around the corner, programs like **PBS Newshour**, **Washington Week**, and **local public affairs** have never been more crucial viewing.

We're equally focused on delivering programs that entertain such as **Masterpiece**, **Neighborhood** and **Wild Kratts**.

We're also keeping you connected to our region with the high-quality local programs, like **local program**, **local program**, and **local program**.

These programs come with big price tags — bureaus and reporters across the nation, extensive research, costly equipment — it takes substantial funds to produce the high-quality programming you expect from <Station Name> every day.

Your gift now will help fund even more insightful, reliable programs during this time when so many are relying on <Station Name>.

(over, please)

Station Logo

<Station Name> • <Station Address> • <Station Phone> • <Station URL>

YES! I want to support the programs I trust.

Here is my support for WABC in the amount of:
 \$XX \$XX \$XX Other \$ _____

I would like to become a sustaining member of <Station Name> with an ongoing monthly contribution. (See back)

Enclosed is my check, payable to <Station Name>.

Please charge my gift to:
 MasterCard VISA Discover AMEX

Card Number _____ Exp. Date _____
 Signature _____
 E-mail (Required for Passport) _____

9999999999 1234567890
 Mr. John Q. Sample
 Allegiance Fundraising
 36 Cordage Park Circle, Suite 225
 Plymouth, MA 02360-7320

You can also donate online at <Station URL>

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

Station Logo

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

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

9999999999 1234567890
 Mr. John Q. Sample
 Allegiance Fundraising
 36 Cordage Park Circle, Suite 225
 Plymouth, MA 02360-7320

TRUSTWORTHY TELEVISION

Station Logo

Dear Mr. Sample,

You play an integral role in shaping American democracy.

That's not an exaggeration, and here's why. For the 19th year in a row, PBS has been named the most trusted institution in America in a nationwide study*. We've earned that trust in part through our unwavering commitment to fair and thorough reporting on <Station Name>.

We are grateful for your past support. Your contribution allowed us to create and broadcast trustworthy television programs that are instrumental in fostering an informed citizenry. And during this very important election year, we're reminded that information, and understanding is the cornerstone of our nation's democracy.

Without your steadfast support, our desire to make unbiased, informative programs would be just a dream. You make it a reality.

Will you support us once again? Please send your special gift to <Station Name> today so we know we can count on your support for future programming.

Our dedicated writers, producers, and journalists are digging and probing to help us understand these complex and fascinating times. With a critical election right around the corner, programs like **PBS Newshour**, **Washington Week**, and **local public affairs** have never been more crucial viewing.

We're equally focused on delivering programs that entertain such as **Masterpiece**, **Neighborhood** and **Wild Kratts**.

We're also keeping you connected to our region with the high-quality local programs, like **local program**, **local program**, and **local program**.

These programs come with big price tags — bureaus and reporters across the nation, extensive research, costly equipment — it takes substantial funds to produce the high-quality programming you expect from <Station Name> every day.

Your gift now will help fund even more insightful, reliable programs during this time when so many are relying on <Station Name>.

(over, please)

Station Logo

<Station Name> • <Station Address> • <Station Phone> • <Station URL>

YES! I want to support the programs I trust.

Here is my support for WABC in the amount of:
 \$XX \$XX \$XX Other \$ _____

I would like to become a sustaining member of <Station Name> with an ongoing monthly contribution. (See back)

Enclosed is my check, payable to <Station Name>.

Please charge my gift to:
 MasterCard VISA Discover AMEX

Card Number _____ Exp. Date _____
 Signature _____
 E-mail (Required for Passport) _____

9999999999 1234567890
 Mr. John Q. Sample
 Allegiance Fundraising
 36 Cordage Park Circle, Suite 225
 Plymouth, MA 02360-7320

You can also donate online at <Station URL>

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

Please support <Station Name> with your gift today. Your donation will go directly to purchase and produce programs you trust and will be your personal statement that <Station Name> is important to you.

Remember, we always produce our programs at a fraction of the cost of the commercial networks, so you can trust that we will invest your generous gift wisely. I'd never put a price on your generosity. I just ask you to consider the value you see in <Station Name>'s member-supported programs. Then I hope you'll give a gift that's right for you.

While others may watch, never underestimate what a critical role you play. We extend our heartfelt appreciation for your past support. We hope you will consider making a special gift today.

Please tune in often. And we'll continue to work hard to earn your trust every day.

Sincerely,

Signature

<Station Signer>

<Station Signer Title>

P.S. Public Television is the most trusted institution in America thanks to your continued support. Please stand up for <Station Name> and Public Television and rush your gift today to help keep trustworthy programming going strong!

*Marketing & Research Resources, Inc. (M&RR), January, 2022

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.



Station Name Passport

By donating today at \$60 or more, or a minimum Sustaining Member gift of \$5 per month, you can experience <Station Name> Passport. You'll have extended access to an on-demand library full of quality public television programming such as *Victoria* and *The Great British Baking Show!* With more than 1,000 episodes of PBS programming available, <Station Name> Passport gives you access to more of the unique public television programming you love, **on demand**.

MAKE ME A SUSTAINING MEMBER

Payment Methods:

Direct Giving: I authorize <Station Name> to withdraw from my bank each month the amount indicated on this form. I've enclosed a voided check from the account I wish to use.

Credit Card: I authorize monthly payments in the amount indicated on this form.

VISA MasterCard Discover AMEX

Monthly Amount

\$40 \$30 \$20
 \$10 Other \$ _____

Signature _____

Date _____

Card Number _____

Exp Date _____

From:



Thanks
for your
help!

Station Logo

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

