



Extraordinary Programs

Additional Gift • Lapsed • Acquisition

One of our favorites, Allegiance loves the emphasis this package places on the amazing programs and content your station produces and airs. It connects you and all segments of your audience (current, lapsed and prospective donors) by focusing on the most tangible way they interact with your station — *the programs they value most.*

Station Logo

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

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

9999999999 7777777777
Mr. John Q. Sample
Allegiance Fundraising
36 Cordage Park Circle, Suite 225
Plymouth, MA 02360-7320



Without viewers and listeners like you, we'd be just another station.

Television as *extraordinary* as you are.

Station Logo

Dear Mr. Sample,

As a loyal friend and member of <Station Name>, you already know that public television delivers extraordinary program options. Thank you for your continued support.

In a crowded media landscape, <Station Name> stands apart from all the rest. It brings us great pride to bring you a wide range of exceptional programs that enrich and inspire. From the enlightening journalism of *PBS NewsHour*... captivating documentaries like *Benjamin Franklin*... and thought-provoking yet entertaining programs such as *MASTERPIECE*, *NOVA*, and *Finding Your Roots*.

As a devoted member, you bring our mission to life. As we look to the months ahead, I ask you to make an additional tax-deductible gift by September 15th.

Your support allows us to continue to bring you programs that resonate with your heart and mind. Your gift of \$XX, \$XX, \$XXX — or whatever amount is right for you — supports the extraordinary programs that have become your trusted companion.

When you invest in <Station Name>, you invest in programs that bring extraordinary stories to the screen. Your generosity paves the way for another year of captivating programming, including beloved shows like *Antiques Roadshow*, *American Experience*, award-winning children's shows, and *American Masters*. And you'll help ensure that British dramas, cooking shows, and our local programs, *Curious Crew* and *Off the Record*, remain a part of your life.

(over, please)

Station Logo

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

YES! I was to support extraordinary programs on <Station Name>.

Here's my one-time gift of:
 \$XX \$XX* \$XXX Other \$ _____

**Your additional gift will support your favorite programs*
 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

9999999999 7777777777
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>

Plymouth, MA 02360-7320



You can also donate online at <Station URL>

- PBS NewsHour
- American Experience
- Great Performances
- Finding Your Roots
- Daniel Tiger's Neighborhood
- America Outdoors
- The Great American Recipe
- All Creatures Great and Small
- Austin City Limits
- Antiques Roadshow
- The American Buffalo
- Wild Kratts
- Frontline
- Miss Scarlet and the Duke
- American Masters
- NOVA

Television as *extraordinary* as you are.

PBS NEWS HOUR

finding your roots
with HENRY LOUIS GATES, JR.

AUSTIN CITY LIMITS

AR ANTIQUES ROADSHOW

WILD KRATTS

MISS SCARLET & THE DUKE

<Station URL>

Television as *extraordinary* as you are.

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

Please charge my gift to:
 MasterCard VISA Discover AMEX

Card Number

Exp. Date

Signature

E-mail (Required for Passport)

Station Logo

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

As you view the enriching and intelligent programs that hold significance to you, remember that <Station Name> is here for you. You are a valued and integral member of our community.

May I count on you to act now and ensure that the programming found on <Station Name> remains truly extraordinary?

Thank you in advance for your generosity and personal commitment to exceptional television for <state/region>.

Sincerely,

Signature

<Station Signer>

<Station Signer Title>

P.S. Because of caring viewers like you, <Station Name> is trusted... valued... essential... **extraordinary**. Please help us remain strong by making a special gift before September 15th.

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>

