

**For the Love of Public Media**

Additional Gift • Lapsed • Acquisition

You'll love this new package!

The 6x9 closed-face outer envelope with a facsimile of an address label with a heart in the upper-left corner and handwritten font is meant to suggest the look of a greeting card that will get your donor/prospect's attention.

Inside, the full-color letter can feature any three programs of your choosing. The colorful, stylized letter is further customized with copy specific for each additional gift, lapsed, and acquisition audiences, and highlights the variety of programs offered by your station and the many ways the donor can access your content.

The bold separate reply card includes all the essentials. Our team of strategists will work with you to make ask string recommendations for each audience segment.



**YES!** I love WXXX's wonderful world of programs, and I want to keep this public media service independent and strong. I'm enclosing my tax-deductible gift of:

\$XX   
 \$XX   
 \$XX   
 Other \$ \_\_\_\_\_

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

Enclosed is my check payable to  
 <Station Name>

Please charge my to my:
  VISA  
 MasterCard     AMEX  
 Discover

Account Number \_\_\_\_\_

Exp Date \_\_\_\_\_ CW

Signature \_\_\_\_\_

Email \_\_\_\_\_

**Station Logo**

<Station Address>  
 <Station Website> • <Station Phone>

**Donate online at [stationwebiste.com/donate](http://stationwebiste.com/donate)**

Each time you support WXXX, your generosity demonstrates your love of ...

**... riveting drama and world-class arts programming**  
 You get front row seats for the best in performing arts on **Great Performances** and **NEXT at the Kennedy Center**, as well as free access to **Masterpiece's Miss Scarlett and the Duke**, as well as British favorites like **Father Brown** and **Call the Midwife**.

**... exploring new worlds**  
 Discover the fascinating stories of our world and our shared history with **Nature**, **NOVA**, **American Experience**, and **Finding Your Roots**.

**... thoughtful and in-depth journalism**  
 You can skip the sound bites and get a deeper understanding of the day's events with **PBS NewsHour**, **BBC News**, **Frontline**, and **Amanpour and Company**.

**... your community**  
 We're your neighbors and we know the importance of covering events taking place in the [name of region] region with programs like [Local programming and maybe podcasts].

Whether you watch WXXX live, through WXXX Passport, or through the PBS app, all these programs – and so many others – are here for you AND because of you.


Members are our most powerful and important source of support. You ensure we can bring you a commercial-free public media service that is created exclusively for our community.

That's why we're counting on your extra support to bring you the programs that you love. Please take a moment right now and give a special gift today for the love of WXXX.

Thank you for your loyal support for WXXX.

Sincerely,  
*Signature*  
 <Station Signer>  
 <Station Signer Title>

P.S. Your generosity today shows your love for WXXX. Please send a special gift, above and beyond your annual membership, with the enclosed reply form. You can also give online at [www.wxxx.org/URL](http://www.wxxx.org/URL) or authorize a grant from your donor-advised fund. Thank you!



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**Station Logo**

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

Thanks for your support!