

## Localized Annual Fund

Additional Gift • Lapsed • Acquisition

The Annual Fund is an enduring theme in nonprofit fundraising — focusing on the heart of every organization: the mission! The Localized Annual Fund takes this classic appeal theme and adds a special spin. By emphasizing the local impact member financial gifts make, the appeal helps build a sense of community among the station's audience and supporters.

### Station Logo

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

#### <City> Annual Fund Campaign

Mrs. Sample, you can ensure another year of the exceptional programs on <Station>.

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



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

### Station Logo

## <City> Annual Fund Drive

Please respond by December 31

Thank you for being such a good friend to <Station>. Your loyal support has kept community-based television programming available for you and everyone in <City> and the entire region.

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 to deliver the type of programming you've come to enjoy and depend on.

And I'm reaching out today with a special request.

Our 2024 Annual Fund Drive is underway. We must raise <\$\$\$\$\$> by December 31. Your gift will be combined with gifts from others in <City> and across the region who believe in our service to help keep exceptional programming available to you and everyone in our community.

As a not-for-profit organization, we exist to serve the people of <region> and the greater community — not profit from them. In fact, support from viewers like you provides a significant portion of the support we rely on.

**Your Annual Fund gift of <\$Ask1>, <\$Ask2>, or <\$Ask3> will allow us to continue to deliver the programming that matters.**

- 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 Great and Small*.
- We're your source for fact-based, unbiased 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 trusted institutions in America — just as it has for the past 20 years.
- With arts programs being eliminated from school curriculums 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!
- While other outlets are reducing children's content, <Station> is adding to — with more PBS Kids programming and more interactive content.

(over, please)

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

### Station Logo

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

#### <City> Annual Fund Campaign

Mrs. Sample, you can ensure another year of the exceptional programs on <Station>.

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>

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

Or, enclosed is my membership gift of:

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

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)



more informed member of our community services the station provides, supporting <Station's> Annual Fund. Quality television is available to your community... to transport you... and to evoke lively discussion... to keep the programs coming.

the stories you cherish... news that let time run out. Please rush



Support your gift of \$5 per month, you can get an on-demand library full of *British Baking Show!* With more **Passport** gives you access to more

MEMBER  
I will bank each month the amount I wish to use.  
Amount  
 \$30  \$20  
 Other \$\_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_  
Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_