

Member Statement

Additional Gift • Lapsed

Don't let the simple design fool you!

This package generates consistently high response rates for stations from coast to coast. The message will shift depending on if it's going to your active donors versus your acquisition and lapsed segments. If you like the message and want to see it with a different look, ask us about the Allegiance *Invoice* package.

Station Logo

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

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

<ID#> <source code>
Mr. John Q. Sample
Allegiance Group
36 Cordage Park Circle, Suite #225
Plymouth, MA 02360



Station Logo

This is NOT a bill!
But we hope you'll send
a check just the same.



Dear Mrs. Sample,

Can you imagine getting a few months of free service from the phone, electric, or cable company?

In today's world, the reality is that most services come with a price tag. When we neglect bills for too long, we risk losing access to services we rely on.

Now imagine a valuable service that keeps coming to your home even if you ignore the bill for years. Sounds impossible, right? It does happen.

At <Station Name>, we believe in the power of choice. You can continue to enjoy our programming for free, or you can choose to help us sustain it by making a voluntary contribution today. The decision is entirely yours.

Whatever you decide, our commitment remains unwavering. We are dedicated to providing uninterrupted programming that enriches your life, helps you explore the world, and fosters connections within your community.

We understand that life can get busy, and sometimes we overlook our commitments. That's why we're reaching out to you today. Our records show that your membership has lapsed.

When you support <Station Name>, you're not just helping us, you're also ensuring that inspiring, high-quality television is available to your family, friends and neighbors. We hope you will support us today.

Your membership renewal gift of \$60, \$90, \$120, or any amount you feel comfortable with goes a long way.

When you contribute \$60 or more annually, you can activate <Station Name> Passport, our exclusive members-only streaming service with hundreds of hours of your favorite PBS programs.

You already know that public television offers an extraordinary value and is a vital and treasured community resource.

(over, please)

Station Logo

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

ANNUAL MEMBERSHIP STATEMENT

Enclosed is my membership gift of:

\$60 \$90 \$120 Other \$_____

Make me a <Station Name> Sustaining Member (see back of form).

<ID#> <source code>
Mr. John Q. Sample
Allegiance Group
36 Cordage Park Circle, Suite #225
Plymouth, MA 02360



TV that Educates, Entertains, & Inspires

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>

You can also donate online at <Station URL>

<Station Name> is committed to serving the community by providing reliable public affairs programming and facilitating informed conversations with programs like **PBS NewsHour** and showcasing locally produced programs like **xxxLocal Programxxx**.

And think about what it would cost to access premium cable services for captivating programs like **Masterpiece, Nature, NOVA** and **Great Performances**. Or beloved children's shows like **Daniel Tiger's Neighborhood** and **Molly of Denali**.

We hope you'll reflect on the enjoyment and value you've derived from <Station Name> over the years. Now, I sincerely hope you'll decide to pay this bill. Not because you have to... but because you believe in <Station Name>'s mission to provide programs that truly make a difference in your life and in our community.

Attached is an "invoice" representing the thousands of hours of <Station Name> programming you hold dear. Your support helps us meet the very real costs of delivering these programs. I hope you agree this is one bill you want to pay!

Sincerely,

Signature

<Station Signer>

<Station Signer Title>

P.S. Your membership renewal gift of \$60 or more not only supports quality programming, but also grants you access to <Station Name> Passport. Learn more at <Station URL>. Thank you for your continued support.

Station Name Passport

Contribute \$60 or more, or \$5/month as a Sustaining Member, and you can experience <Station Name> Passport! <Station Name> Passport is an on-demand library of quality local and national public television programming. With access to tens of thousands of hours of your favorite programs, <Station Name> Passport allows you to revisit a memory or indulge your current obsession. Highlights include past episodes of **MASTERPIECE** favorites like **Victoria** and **Poldark**, **Nature**, **NOVA**, **Antiques Roadshow**, **American Experience**, Ken Burns documentaries, and so much more. Find more information at <Station URL>.

BECOME A SUSTAINING MEMBER

Become a Sustaining Member of <Station Name> and have your monthly contributions made directly from your bank account or credit/debit card. Join as a Sustaining Member by making an ongoing monthly gift of:

7/mo \$12/mo Other \$ _____

Payment Method (select one):

I have enclosed a voided check

Please charge my:

VISA MasterCard Discover AMEX

Card Number _____

Exp Date _____

I authorize <Station Name> to withdraw my ongoing, sustaining donation from my account each month in the amount indicated above. The first deduction will occur on or shortly after the 20th of each month and will continue until I notify <Station Name> that I wish to change or end this agreement. To contact WABE, please call (###) ###-####.

From:



Thanks
for your
help!

Station Logo

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

