

**PBS GivingTuesdayNow | 4-part Email Series | April & May 2020**

**Email #1 – One Week Out**

Dear [First Name],

Challenging times demand bold action. In response to the coronavirus pandemic a bold new global fundraising event is in the works. For each of us thinking – how can I help my community heal – **GivingTuesdayNow** is a part of the solution.

As we look forward to what’s next, you can play a critical role to bring vital public television programs and services to everyone who needs it.

**Your gift today to support [STATION] on GivingTuesdayNow** can bring the next dazzling drama, mind-blowing science documentary or inspiring live music set to thousands of homes.

Give Now Button

At [STATION], more people than ever are tuning in to our programs right now, and also importantly to our online learning resources. These essential resources, lesson plans and interactive games were there for ALL kids and families, exactly when they’re needed most, because donors like you had made gifts to support them.

Your gift today can bring **Joy**, **Equity**, and **Information.** All desperately needed for our community.

Please take a moment now to join in this movement of generosity and unity to support what is essential. **Be as generous as you can to support the work of [STATION].**

Thank you and be well.

Name
Title

PS. Your GivingTuedayNow donation helps bring the very best programs to all. [STATION] will be here everyday keeping you engaged, informed and inspired – **support this critical service today**.

**Email #2 – One Day Before**

Dear [First Name],

Tomorrow you’ll be able to turn to [STATION] to watch your favorite programs and find videos to keep your kids engaged in learning. Like every other Tuesday, our dedication to being a solid, dependable source of news and entertainment will not change.

But one thing that will be quite different tomorrow is that it will be GivingTuedsayNow, and you’ll have an amazing opportunity to support [STATION].

Plus, **your gift will have twice the impact when it’s matched by [MATCH INFO]**.

**Your gift now means $75 is really $150 and $200 is now $400** which adds up to providing the support [STATION] needs to bring quality programs to you.

**Double my Gift Now Button**

Please take this opportunity to make the most of this wonderful $XX,XXX GivingTuesdayNow matching gift. Because of these challenging times, the steady reporting of ***PBS NewsHour***, the in-depth investigations of ***FRONTLINE*** and the escape of ***MASTERPIECE*** is vitally needed.

Your gift will make a powerful difference, your support maters so much.

**Please take a moment now to make your gift and to have it doubled today.**

Thank you and stay safe,

Name
Title

**Email #3 – Day Of**

Dear [First Name],

Generosity is something we know quite a bit about at [STATION].

At [STATION] we’ve seen first hand the collective power of a community to support what matters – what is essential.

Today is GivingTuesdayNow, a new day to celebrate generosity and to encourage you to be as generous as you can during this pandemic to support the organizations that lift you up.

**Your gift to [STATION] today** will bring you the programs that keep your life centered. You know that you can tune in every night at [*6pm*] for ***PBS NewsHour*** and each Wednesday for ***Nova*** and ***NATURE***. That sense of normality is so important as we adjust to all the change around us.

Even in our newly chaotic world, [STATION] is a place of respite for you and your family.

**Donate Today Button**

There’s an especially critical reason today is an important day for [STATION] **because every donation received today before midnight will be instantly doubled by a [$##,###] match from [Donor Info].**

GivingTuedsayNow will end tomorrow but our dedication to being your public service never will. I hope we can count on your vital support today.

Thank you and be well,

Name
Title

PS. Any gift you make to [STATION] before midnight will be matched – so your generosity takes on special importance. Please make your gift now.

**Email #4 – One Day Past**

Dear [First Name],

Even though we couldn’t celebrate every GivingTuesdayNow supporter in person, the celebration of your support was virtual, but no less enthusiastic.

[insert picture of staff cheering or holding up THANK YOU signs]

Days like GivingTuesdayNow are a powerful reminder of the power of individuals to bring hope and healing to our community.

We get to see this each day in public television, and we never forget that it’s our members who make each episode of ***World on Fire*** and ***Great Performances*** possible along with all the other programs and resources that our community relies on.

Members have always been our guiding star and [STATION] will always remain committed to bringing you the best cultural, educational and news programing – thanks to you.

Thank you for your support,

NAME
Title

**Make a Gift Now Button**