

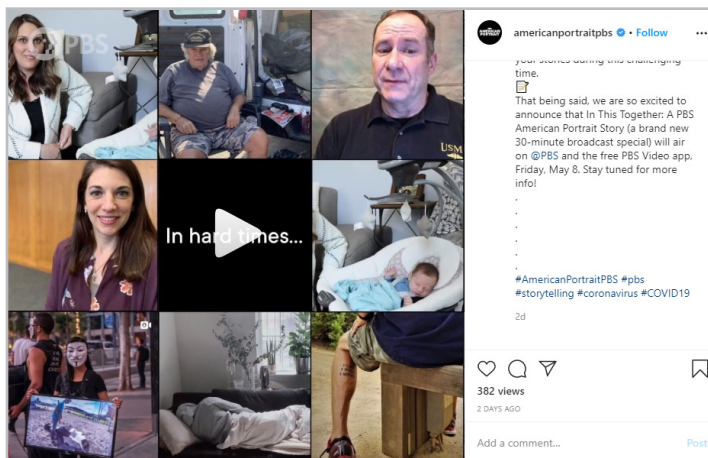
Choosing Not to Fundraise on GivingTuesdayNow

Here's How Your Station Can and Should Make a Mark

1

Share the PBS American Portrait “I Never Expected...” content.

This is a fantastic way to continue to build the virtual community of Americans as we all learn what life in a pandemic means for their family. Thank your donors for making this project possible.



2

Thank your members and Sustainers.

Use your broadcast and your online channels to take the opportunity to remind members just how important they are both in this time and every day as well. Run your very favorite “thank you spots” from the past and use your social feed for the day to thank and share how donors have made vital programs possible.



3

Highlight your station staff working from home.

Show a screen shot of a morning producer meeting, or an editor's home set up. It reminds viewers not only that real people are creating the programs they enjoy but that your station is committed to the mission and the community.



4

Encourage social media followers to visit local relief efforts.

Most areas are creating regional networks to support foodbanks. Help boost their efforts by sharing content on how people can help.



5

Share good news messages about CME content.

So many families have equal access to essential children's educational materials. Share any thank you notes and pictures you have from kids and caregivers.



6

Promote World On Fire.

A brand new show, getting lots of great reviews and attention from PBS viewers. Demonstrating that even now, PBS is producing and sharing content of all types, helps reinforce the message that your station is here for your community, day-in and day-out.

