

**PBS DRIVE E-APPEALS | JUNE 2020 | EFFORT 1 | SEND: FRIDAY, MAY 29**

**Subject line:** The programs you count on

Dear [First name],

During this time of uncertainty, the programs you enjoy and count on from [STATION] provide just the right balance of information, inspiration, and insight.

**[STATION’S] budget-year-end fundraiser**, which kicks off tomorrow, helps raise the critically important funds that ensure these crucial programs are here for you month after month.

***PBS*** ***NewsHour***, ***FRONTLINE***, ***NOVA***, and ***Washington Week*** keep you updated with the latest and most reliable reporting on the pandemic, and so much more. [If appropriate: And [***Program***] brings a sharp local focus to issues that matter.]

***MASTERPIECE*** and ***Great Performances*** transport you with superb drama and inspiring music.

***Finding Your Roots***, ***American Experience***, and ***Antiques Roadshow*** offer surprises and rewarding insights to the history we share.

Just as you count on [STATION] for outstanding programs, **[STATION] now counts on your generous support** for the resources that make them possible.

Button: **I’M HERE TO SUPPORT [STATION]!**

We’ve saved some wonderful programs for the fundraiser. As you prepare to enjoy this week’s Specials like [A, B, or C], please remember that **the support of members like you** **is** **what makes possible *everything* you treasure on [STATION].**

**These unprecedented times remind us of the great importance of television driven by a public mission. *YOU* are the public in that mission. That’s why your support is so vital now.**

With great thanks,

Signature

Name

Title

**P.S.** The programs you’ve counted on this year -- and those you’ll depend on in the coming months -- all have one thing in common: **YOUR SUPPORT! Please join in [STATION’s] final Fundraising Drive of the budget year.**



**PBS DRIVE E-APPEALS | JUNE 2020 | EFFORT 2 | SEND: SATURDAY, MAY 30**

**Subject line:** It all starts today

Dear [First name],

[STATION’s] final **Fundraising Drive** of the budget year kicks off today with some great programs to inspire **your vital support**.

Be sure to tune in at [time] for [Program A with short description if needed]. Then at [time], it’s [Program B with short description if needed]. And at [time], enjoy [Program C with short description if needed].

***It’s crucial that this event gets off to a solid start as we head towards the critically important goal. The programs you enjoy all year long rely on funds raised this week.***

The essential coverage of ***PBS NewsHour***, ***FRONTLINE***, and ***Washington Week***... the inspiring entertainment of ***MASTERPIECE***, ***Mystery***!, and ***Great*** ***Performances***... the insights of ***NOVA***, ***Nature***, and ***American Masters***... the finest **children’s programs** anywhere... they’re all here because of **member support like yours!**

Button: **YES, I SUPPORT [STATION]!**

Throughout these uncertain times, [STATION] remains fully focused on **our public mission to serve YOU**, to bring you the information, entertainment, and education you rely on.

When you **back the vital public service of [STATION] with your generous support** during this drive, you back the very same programs you and so many others count on so much.

With great appreciation and gratitude,

Signature

Name

Title

**P.S.** The crucial Fundraiser that gets underway today provides **essential funding** for the programs you count on from [STATION]. Please take a moment today to ensure television with a public mission stays strong and vital in [City/Region] -- **make your generous donation now**.



**PBS DRIVE E-APPEALS | JUNE 2020 | EFFORT 3 | SEND: TUESDAY, JUNE 2**

**Subject line:** Crucial resources for kids at home

Dear [First name],

In the middle of our final Fundraiser for this budget year, it’s important to remember the crucial resources that [STATION] makes available to ALL the children of [City/Region] week after week.

As families everywhere try to adapt to school closures, [STATION] is here with the best and most trusted children’s programs. From ***Sesame Street*** and ***Daniel Tiger*** to ***Wild Kratts*** and ***The Odd Squad*** to a long menu of **home learning** resources, [STATION] has what the children in your life need.

**Viewer donations** provide the great majority of funding for every genre of program your family enjoys on [STATION]-- from children’s to drama to science to history to news to education.

Button: **I SUPPORT ESSENTIAL PROGRAMS ON [STATION]!**

*Especially* in these difficult times, [STATION] must be securely funded to support invaluable resources for our kids, fact-centered reporting, and a welcome respite from the day’s challenges with all the superb programs that illuminate and entertain.

**This is why I’m asking you to be part of our crucial budget-year-end Fundraiser now.**

**[STATION] is here for you today. *We’ll be here for you tomorrow, too.***

Thank you so much, and stay well,

Signature

Name

Title

**P.S.** The programs of [STATION] are an invaluable resource to the children of [Region] as we all strive to meet new challenges. **[STATION] is here for you, always**. Please take a moment to **be here today for [STATION] with your generous support**.



**PBS DRIVE E-APPEALS | JUNE 2020 | EFFORT 4 | SEND: THURSDAY, JUNE 4**

**Subject line:** Support an essential public service

Dear [First name],

There are just four days to go in the crucial -- and last -- Fundraiser of [STATION’s] budget year. It’s drives like this one that **provide essential funding** for the programs you enjoy and count on all year long -- from drama and science to news coverage and history, from children’s and cooking to travel and music.

[STATION] is here to serve and support you every day with the programs you need and treasure. During this drive, we ask you to **help keep this essential public service strong**.

Button: **YES, I WANT TO KEEP [STATION] STRONG!**

These are challenging times for all of us, making the trusted and informative programs of [STATION] more necessary than ever.

**You KNOW** that whenever you turn to [STATION], you’ll find not just information but insights and inspiration that help bring balance to difficult days.

And **when you support [STATION] now**, **you’ll also KNOW** your generosity has helped make it all possible.

Thank you for being here for [STATION] and our entire community as we navigate these times together.

With great thanks,

Signature

Name

Title

**P.S.** With only four days left to meet a critical budget goal, your donation to [STATION] can make an importance difference to build funding needed for the programs you count on so often. **Please take a moment now to support [STATION].**



**PBS DRIVE E-APPEALS | JUNE 2020 | EFFORT 5 | SEND: SATURDAY, JUNE 6**

**Subject line:** A weekend of Specials!

Dear [First name],

This weekend marks the last two days of the vitally important **Funding Drive** for [STATION]. With the end of our budget year fast approaching, we’ve saved some of the best programs to help power the fundraising to **meet the crucial goal**.

That means **Saturday** offers you wonderful specials like [Program] at [time]... [Program] at [time]... and [Program] at [time], among others.

And **Sunday** features more memorable programslike [Program] at [time] and [Program] at [time].

There are just two days left to ensure that this critical Drive ends successfully! That’s why **your participation is essential**.

Button: **[STATION] CAN COUNT ON MY SUPPORT!**

You count on [STATION] for outstanding drama, music, history, children’s programs, science, and so much more. **Today, [STATION] counts on you to help make sure these programs are here for you over the coming months.**

With my all my thanks,

[Signature]

Name

Title

**P.S.** **Your support** **powers the outstanding programs on** **[STATION]**. It takes only a few minutes to **join this crucial drive**, but the rewards come home to you each time you connect with [STATION].



**PBS DRIVE E-APPEALS | JUNE 2020 | EFFORT 6 | SEND: SUNDAY, JUNE 7**

**Subject line:** Down to this critical last day

Dear [First name],

This last day of the crucial **Fund Drive** for [STATION] is a day filled with the programs that viewers have let us know were among their favorites.

**Musical favorites** like [Program] at [time]... [Program] at [time]... and [Program] at [time].

**Personal finance and health favorites** like [Program] at [time] and [Program] at [time].

**Science and other favorites** like [Program] at [time] and [Program] at [time]. [Space permitting, include short descriptions.]

It’s so important this Drive reaches its crucial funding goal! That’s why **[STATION] turns to you for your generous support TODAY**.

Button: **I’M HERE FOR [STATION]!**

Without **support like yours**, the programs you enjoy all year long would not exist. **Indeed, without viewer support**, **[STATION] itself would not exist!**

Thank you so much,

[Signature]

Name

Title

**P.S.** The outstanding programs on **[STATION]** are possible only with **support like yours**. Please stand up for the power of public television with **your contribution now**. Thank you.