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**PBS FYE E-APPEALS | JUNE 2020 | EFFORT 1 | SEND: SATURDAY, JUNE 20**

**Subject Line:**

Counting on you now

Dear [First name],

Week after week, each and every program you enjoy on [STATION] is created with resources built by the generous **donations** of viewers like you.

This year, viewer support has helped produce new seasons of ***MASTERPIECE***, ***FRONTLINE***, ***Finding Your Roots, NOVA, Nature, Secrets of the Dead,*** and so many other outstanding programs-- all of them funded through **viewer support**.

With only ten days left in our budget year at [STATION], it’s essential that we begin the next budget year with solid funding to back the programs you count on. This means **your support today is also essential**.

Button: **YES**, **I’M HERE FOR [STATION]!**

***Great Performances*… *PBS NewsHour*…*American Experience… American Masters… Sesame Street****…* ***Nature…*****[*Local Favorite*]... [*Local Favorite*].**These are programs you and your family treasure and count on -- and *all* of them are **made possible by your support**.

**Please act now to support the programs that give you so much all year**.

Thank you so much, and please stay well,

Signature

Name

Title

**P.S.** Your investment in [**STATION**] today will help create the programs you rely on throughout the year. **Please act now to support great public television for [City/Region].**

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**PBS FYE E-APPEALS | JUNE 2020 | EFFORT 2 | SEND: TUESDAY, JUNE 23**

**Subject Line:**

Why your support is so important now

Dear [First name],

As we make plans for the schedule and new [STATION] budget year that begins in just a week, it’s crucial to have a powerful finish to this current budget year.

At a time like this, **being able to count on solid support like yours is *so* important.**

**Your year-end support now** will help make possible new seasons of ***PBS NewsHour***, ***NOVA***, ***MASTERPIECE***, ***Great Performances***, ***Finding Your Roots***, ***Nature***, ***American Experience***, [***Local Favorite***] and so many other programs you count on.

Button: **YES, HERE’S MY SUPPORT FOR [STATION]!**

**[STATION]** exists for one powerful reason: to support and serve our local community here -- not advertisers, ratings, or profit margins.

**That’s why** **YOUR member support is so important -- and why we ask for it today**.

Please take a moment to **make your investment** in great television for the months ahead.

With great appreciation,

Signature

Name

Title

**P.S.** [STATION] offers superb programs that inform your life and enrich your days. **That’s why your budget-year-end contribution in support of them is so vital**.

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**PBS FYE E-APPEALS | JUNE 2020 | EFFORT 3 | SEND: FRIDAY, JUNE 26**

**Subject Line:**

Let’s end the week right

Dear [First name],

**[STATION]** **is different.** *Every* program we air is driven by our public mission – serving and supporting viewers like you is at the heart of all we do.

When you tune to [STATION] for ***NOVA****,****MASTERPIECE****,* ***Finding Your Roots, Nature****,****GREAT PERFORMANCES****,*or**[*Local Favorite*]**… when you watch***PBS News Hour, Washington Week, Independent Lens,***or ***FRONTLINE****…* you know you’ve brought the very best that television has to offer into your home.

But programs like these rely on a base of viewer support. With our budget year ending in just a few days, **your donation to [STATION] now funds the programs YOU will count on in the months to come.**

Button: **HERE’S MY DONATION TO [STATION]**

More than ever, in these unsettled times, you depend on [STATION] for the information, insights, and inspiration that are more important to you than ever.

**[STATION] is here for you, *always*. Please be here now for [STATION**].

Thank you so very much,

Signature

Name

Title

**P.S.** Let’s end the week right by ensuring that [STATION] can close out the budget year in a few days in the strongest possible position. **YOUR support** now will make that happen. Please give as generously as you can. Thank you!

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**PBS FYE E-APPEALS | JUNE 2020 | EFFORT 4 | SEND: TUESDAY, JUNE 30**

**Subject Line:**

Counting on you on this last day

Dear [First name],

On this final day of our budget year, your support is needed today to help ensure that critical goals are met, and that funding remains strong for the programs you count on so much and so often.

You count on [STATION] for ***PBS NewsHour***, ***MASTERPIECE***, and ***NOVA***. You count on [STATION] for ***Finding Your Roots***, ***Nature***, and ***Great Performances***. And in these months of great disruption, so many families count on [STATION] to meet the essential needs of distance learning.

**This is the bottom line:** The shows you treasure on [STATION] exist *only* **because viewers like you invest** in them when we ask for **your support**.

Button: **YES! [STATION] CAN COUNT ON ME NOW**

***You count on [STATION] so often.*** **Today**, **[STATION] counts on YOU**.

It takes only a few minutes to **support the programs you cherish**, but you’ll see the impact of **your donation** every time you turn to [STATION] in the months ahead.

**Now is the time to pay it forward!**

Thank you so much. Be well,

Signature

Name

Title

**P.S.** With a new budget year upon us tomorrow, it’s essential that [STATION] starts off with solid and secure resources. That’s why **your budget-year-end support** is so essential now. Please take a few moments to **act on behalf of the programs you value on [STATION]**.