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**PBS | SPRING 2020 | ADDITIONAL GIFT | VIRUS-RESPONSIVE | EFFORT 1**

Dear [First name],

Over the last few months, our community, our country, and the world have been dealing with an unprecedented public health crisis, affecting just about every part of our daily lives.

**As always, [STATION] has stood with you**, fully committed to our public mission to be your family’s essential connection for information, education, performance, drama, and—so critical these days—**the most trusted, valued educational programs to be found anywhere.**

We all stand together in times like these because—as events remind us daily—***we really are all in this together***. **[STATION] believes that by supporting one another, we generate the power to overcome great challenges and move forward together.**

That’s why, every day, [STATION] delivers informative, intelligent, and inspiring programs to satisfy a world of curiosity—programs to enrich the lives of your entire family.

 ***PBS NewsHour, FRONTLINE,*** keep you accurately informed, so essential now. ***Finding Your Roots*** and ***Antiques Roadshow*** make the past personal. ***[Local show]***,and ***[local show]*** celebrate our local stories. ***MASTERPIECE*** and ***Great Performances***take you to the heights of artistic creativity. ***NOVA*** and ***Nature*** educate with awe.

 And of course, ***Daniel*** ***Tiger***, ***Wild*** ***Kratts***, ***Odd Squad***, ***Sesame Street***, and others spark our children’s curiosity with a daily source of trusted education, joy, inspiration, and humor.

***Here’s the truly wonderful thing:* Every show, idea, and inspiration you see on [STATION] is there because of YOU and YOUR generous support.**

***YOU make [STATION].* We’re here to support you with programs you need, but with our budget year deadline a few weeks away, this *public* service counts on viewers like you to step forward with donations to make it possible.**

It’s critical that [STATION] meets the big challenges that lie ahead with strong resources. Everything [STATION] does is on your behalf. And it matters so very much for everyone who lives here. **Your donation today helps ensure programs you count on will be here for you.**

With gratitude for your support,

Name

Title

P.S. ***You make [STATION] strong through your support!*** **Please take a moment to make your donation to help ensure the budget year closes strong**. Thank you!

**PBS | SPRING 2020 | ADDITIONAL GIFT | VIRUS-RESPONSIVE | EFFORT 2**

Dear [First name],

 This is an extraordinary time for all of us. The public health crisis we’ve been facing for the last few months has been fast-moving, testing the limits of American society at every level.

***So, in times like these we go out of our way to support each other; we are all stronger for it.***

In challenging times, the mission of **[STATION]** to serve and support you with exceptional community-centered programming takes on powerful new significance. ***You can fully rely on [STATION] to be here for you and for everyone across our region.***

You can rely on ***PBS NewsHour*** and ***FRONTLINE*** to provide you with accurate and up-to-date information. You can count on the finest and most educational programs for children, including special line-ups and resources to support our kids while they’re learning at home now.

You can rely on inspiration from ***MASTERPIECE****,* ***American Masters****,* and ***Great Performances***. You can count on being awed by ***NOVA*** and ***Nature***. And you can depend on great surprises as stories unravel on ***Antiques Roadshow*** and ***Finding Your Roots***.

The wonderful programs of [STATION] are *always* essential, but their exceptional value is never clearer than in a time of extra stress and challenge.

**Just as you and your family rely on the programs of [STATION] to enrich your days, so too does this unique public service rely on viewers like you for the funding that makes each and every program possible.**

**That’s why I’m writing today to ask you to make as special contribution to help ensure that [STATION] can remain strong for the days ahead.**

 Days filled with new seasons of ***Finding Your Roots***, ***Midsomer Murders***, ***Grantchester***, ***Endeavour***, and ***Last Tango in Halifax***... extensive profiles of ***Toni Morrison***, ***Mae West***, ***Helen Keller***, and ***Walter Winchell***... delightful new series on ***MASTERPIECE***... and more.

**[STATION] is here to support you.
Please help support programs you care about and need.**

With great appreciation,

Name

Title

P.S. **Your vital donation today will help ensure that the public mission of [STATION] to support you can continue strong through the months ahead. Thank you!**

**PBS | SPRING 2020 | ADDITIONAL GIFT | VIRUS-RESPONSIVE | EFFORT 3**

Dear [First name],

 We’re in very challenging times, requiring indispensable public services like **[STATION]** to deliver essential programs to the people and families of our community. We want you to know [STATION] will do exactly that. Our mission here is to *support* you.

In the months ahead, [STATION] will bring rich rewards to your home every day—gems like new seasons of ***Midsomer Murders***, ***Grantchester***, ***Endeavour***, ***Last Tango in Halifax***, and ***Finding Your Roots***... intimate profiles of ***Toni Morrison***, ***Mae West***, ***Helen Keller***, and ***Walter Winchell***... performances of ***Romeo & Juliet*** and ***Porgy & Bess***... and more.

 ***[Local show]*** and ***[local show]*** will continue to inspire you with a local focus. ***MASTERPIECE*** and ***Mystery!*** will enchant you with great storytelling. ***Antiques Roadshow***and***Finding Your Roots*** will bring history to life in unexpected ways.

***NOVA*** and ***Nature*** will fill you with awe and understanding. ***Great Performances***and***American Masters*** will thrill you. ***PBS NewsHour*** and ***FRONTLINE*** will keep you informed.

***Surely, staying accurately informed has never been so important!***

But being able to count on a calming refuge from a stressful day is just as vital—and [STATION] provides you with both essentials each day.

**Our commitment to supporting YOU is greater than ever.**

[STATION]’s programs are driven by our *public* mission to serve the people of this region, NOT by the needs of advertisers, shareholders, or ratings.

**With the budget-year deadline looming here at [STATION], I do hope you are able to back this invaluable public service with your special gift today. Your support matters! You ensure that [STATION] can bring a world of information, education, entertainment to your family every day.**

***Together, we are stronger.*** Together, we rise to overcome the great challenges we face. Together, we do what matters. Together, we support each other. ***Together, we get through this***.

With great appreciation,

Name

Title

P.S. Access to trusted information and inspiring programs has *never* been so important. **Please make your donation to [STATION] today. YOU make this service strong**.