

Personalized letter and form.

<p>Ms. Sample, Please detach and keep this as a record of your gift to KTWU.</p> <hr/> <p>Gift Amount: <input style="width: 100%;" type="text"/></p> <p>Check#/Credit Card: <input style="width: 100%;" type="text"/></p> <p>Date Paid: <input style="width: 100%;" type="text"/></p> <p>Thank you for your support.</p>	<div style="text-align: center;"> Ms. Sample A. Sample MEMBERSHIP CONFIRMATION FORM </div> <p>KTWU needs to raise \$200,000 by March 31. YES! I'll help KTWU meet its budget to pay for the quality programs I enjoy.</p> <p> <input type="checkbox"/> \$00 <input type="checkbox"/> \$00 <input type="checkbox"/> \$00 <input type="checkbox"/> \$000 <input type="checkbox"/> Other \$ <input style="width: 50px;" type="text"/> </p> <p> <input type="checkbox"/> My check to KTWU is enclosed. Charge <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> Discover </p> <p> Acct. # <input style="width: 150px;" type="text"/> Exp. Date <input style="width: 50px;" type="text"/> / <input style="width: 50px;" type="text"/> Signature <input style="width: 150px;" type="text"/> </p> <div style="display: flex; justify-content: space-between; font-size: small;"> <div> <p>Ms. Sample, Thank you for your help in meeting our \$200,000 goal by March 31.</p> </div> <div style="text-align: right;"> <p>Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345</p> </div> </div> <div style="display: flex; justify-content: space-between; font-size: x-small; margin-top: 10px;"> <div> 1700 College, Topeka, KS 66621-1100 </div> <div>Detach here and mail with your gift in the envelope provided.</div> </div>
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KTWU needs 1,000 additional gifts from its members by March 31.

But you're only responsible for one.

AND THAT'S YOURS,
MS. SAMPLE.

Dear Ms. Sample:

Your support of KTWU is a very smart investment: As our membership revenues increase, more great programs come back to you.

But right now the numbers are out of balance at KTWU. Membership revenue has slowed. We're not keeping pace with the rising cost of programs – and this is a very serious situation.

This year, KTWU's programming costs are a half million dollars. We broadcast 8,760 hours of programs – and we try to offer something for everyone.

We must bring our revenue back in balance so we can pay for the programs you enjoy and value. That's why we urgently need extra support from our members today.

KTWU must raise \$200,000 by March 31
to help stay on budget this year.

This is why I'm writing to ask you for a special gift of support.

Ms. Sample, your timely response is important because it won't be easy to reach our goal. But your response now will bring us one important gift closer to our goal – and every dollar counts.

Too many viewers think we don't need their individual contributions to make quality programs possible on KTWU. They don't see the connection between being a contributing member and having their favorite programs on the air every day.

Your membership demonstrates that you realize how valuable KTWU is to life in your community – and we're grateful. That's why we depend on your continuing help.

The quality programs on KTWU are possible because of your generous contributions. Make no mistake about it: your support counts. If you want to help keep your favorite programs on the air, please take a moment

1700 College, Topeka, KS 66621-1100 • www.ktwu.org

Your support makes more great programs possible.

RFK
on American Experience



Fascinating explorations of
our state on
Sunflower Journeys



Broadway:
The American Musical



Fun and learning
on Arthur



BE MORE ...

aware ... passionate ... informed ... connected ... be more KTWU.

The entire staff
of KTWU thanks
you for your
additional support.

We will continue
to deliver the
excellent programs
you enjoy.

to mail your additional gift today.

With your help, KTWU can bring you more great programs like "RFK" on AMERICAN EXPERIENCE ... a six part celebration of BROADWAY: THE AMERICAN MUSICAL ... "The Good, the Bad and the Grizzly" on NATURE ... REGENCY HOUSE PARTY – the latest in our series of reality shows for adults ... and more.

Your most valuable benefit is the satisfaction of helping to provide the best programming on television today.

Sincerely,

Eugene Williams
General Manager

P.S. We're counting on you and 999 other loyal members to help us reach our fundraising goal of \$200,000 by March 31. Please mail your special gift of support today.

11 KTWU

KTWU Channel 11
1700 College
Topeka, KS 66621-1100

NONPROFIT ORG.
U.S. POSTAGE
PAID
KTWU
CHANNEL 11

Ms. Jane A. Sample
500 Elm Street
Yourtown, ST 12345

A second effort
is available and
recommended.