

Personalized letter and form.

<p>Ms. Sample, Please keep this card until you receive your new MemberCard.</p> <p style="text-align: center;">↓</p> <div style="background-color: #0056b3; color: white; padding: 5px; text-align: center;">  Temporary MemberCard         </div> <p style="text-align: center;">Ms. Jane A. Sample</p> <p style="text-align: center;"><i>Signature</i> <small>Name, Title</small></p> <p style="text-align: center; font-size: small;">Use this temporary card until your new card arrives.</p> <p style="text-align: center; font-weight: bold; font-size: small;">Very important – see back for member benefits. THANK YOU!</p>	<p>YES, I want to do my fair share to support my favorite programs on WXYZ. I'm enclosing my contribution of:</p> <p><input checked="" type="checkbox"/> \$35 <i>Special new member offer - a \$5 savings</i></p> <p>I'd like to help more: <input type="checkbox"/> \$40 <input type="checkbox"/> \$50 <input type="checkbox"/> \$75 <input type="checkbox"/> \$100 <input type="checkbox"/> \$_____</p> <p><input type="checkbox"/> My check to WXYZ is enclosed. Charge my: <input type="checkbox"/> AMEX <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> Discover</p> <p>Acct. # _____ Exp. Date ____/____/____</p> <div style="text-align: right; padding-top: 20px;"> <p>Ms. Jane A. Sample 500 Elm Street Yourtown, ST 12345</p> </div> <div style="text-align: center; padding-top: 20px;"> <p><b>WXYZ</b></p> <p style="font-size: x-small;">123 Main Street • Anytown, ST 12345 • www.wxyz.org</p> </div> <p style="text-align: right; font-size: x-small;">Detach this form and mail in the envelope provided.</p>
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123 Main Street  
Anytown, ST 12345  
www.wxyz.org

*Ms. Sample,  
Save \$5 when you join now!*

*Is there such a thing as a "free lunch?"  
Well, yes and no.*

Dear Ms. Sample,

Imagine a place where, for FREE, you can ... get an in-depth daily course in current affairs ... enjoy fine dramas ... attend live performances (everything from classical concerts to classic rock) ... get tips about cooking, home improvement and gardening ... tap into professional financial advice and appraisal of antiques ... and do so much more, without any costs or fees!

Does such a place exist? Of course – it's your public television station, WXYZ.

And there's no mandatory charge for the incredible variety of programs and services we offer to the community. It is like getting a free lunch!

But, as you may know, there is a catch. WXYZ only appears to be free.

You see, while our programs are free for people who use them, they cost PBS and WXYZ hundreds of thousands of dollars to develop, produce and air every day.

Government only provides funds for a very small portion of these costs. But contributions from people like you cover more than 50 percent of our programming budget.

**That's why I am writing today to ask you to join WXYZ as a member – and do your fair share.**

Your support is urgently needed now to help us reach our goal of 0,000 new members and \$000,000 in contributions before (month, day).

When you support public television, you are helping us provide programs that educate, entertain and enrich viewers, young and old. As a member of WXYZ, you will help ensure a better quality of life and create a brighter future for our entire community.

With your support as a member of WXYZ, thousands of people can turn to us for a valuable alternative to commercial broadcasting.

- Children have access to very effective – and fun – educational programs like SESAME STREET, ARTHUR and CLIFFORD THE BIG RED DOG to help them learn and succeed.
- Programs about science and nature help all lifelong learners explore our world in new ways. And we share a common respect for our environment.
- Anyone who loves cultural pursuits and the performing arts will find excellent choices on WXYZ. Seniors who have trouble getting out can attend plays and concerts in their own homes.

(over, please)

**We've reserved this membership benefit for you...**



**Monthly Program Guide**

Complete listings, timely reviews and backstage profiles of your favorite personalities in public television are yours to enjoy each month with your one year subscription to our lively program guide.

**Did you know...**

- Members currently provide 00% of our budget.
- It costs us \$00,000 per day (\$00.00 per minute) to put WXYZ on the air.
- Without more members now, programming will be in serious jeopardy.
- With your gift of \$00 or more, you'll be entitled to special benefits.

• People looking for self-improvement options will find them in our programs about cooking, gardening, home renovation and collecting.

• In-depth news and commentary on THE NEWSHOUR WITH JIM LEHRER and hard-hitting documentaries on FRONTLINE offer many perspectives and help us expand our thinking.

But first we have to expand our support and raise more funds from our community. It costs WXYZ \$000,000 to help pay for PBS program production. And our own local productions add many thousands more.

That's why we need your support now. We have to keep pace with rising costs so favorite programs like NOVA, NATURE, ANTIQUES ROADSHOWS and others can continue to develop new episodes.

Your gift today to WXYZ will help the people of our community broaden their horizons, stay better informed, and get the lift that great entertainment always gives.

Surveys show that public broadcasting is the most trusted institution in America, next to libraries. But all the people that trust and value WXYZ must take the next step and support it with a contribution. It takes action to make great things happen.

Take a minute now and become a member by sending a check to support all your favorite programs – so we can bring you more of them in the months ahead.

Is there a “free lunch” when it comes to having all the television programs you want to enjoy? I'm afraid not. Great programs only exist because community-minded people like you do their fair share to serve them up.

Sincerely,

*Signature*

Name

Title

P.S. Your public television station is a safe haven for everyone who appreciates fine broadcasting that's non-commercial. Help us keep it that way. Mail your contribution today. Everyone who has an appetite for intelligent TV will be happy you did. Thank you.

**Support your favorite programs!**

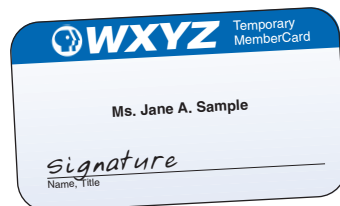


Elmo exercising on Sesame Street



123 Main Street  
Anytown, ST 12345

NONPROFIT ORG.  
U.S. POSTAGE  
PAID  
WXYZ



**There's no such thing as a “free lunch!”  
Or is there?**

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