



PBS SUSTAINER LEARNING CENTER ON-AIR SCRIPTS

Easiest way to give:

There are many ways to support [station], but the easiest way is to become a sustaining member. Here's how it works: You set up your bank account or credit card to make an automatic contribution every month in support of [station]. You choose the amount that works for you - \$5 a month, \$10 a month, \$100 a month. It's easy on your budget because it spreads your support throughout the year. Plus, your membership will always be active – so you'll never have to worry about renewing your support. And best of all, your generous support will provide a steady stream of support to [station] that makes possible wonderful programs like Nature, PBS NewsHour, Masterpiece and so much more. It takes just a couple of minutes to set up your sustaining membership. But what an impact it will have for [station]. Give online at [station web] or call in your donation at [station phone].

Spread your support out:

If you've never heard of a sustaining membership before, let me tell you how it works. Instead of giving one lump sum of \$60 or \$120 each year, you can spread your support out to a much more manageable ongoing five or ten dollars a month. And the best part of becoming a sustaining member is that you'll never have to think about whether or not it's time to renew your support of the programs you love and enjoy. Your monthly contributions will automatically come out of your bank account or credit card, so your membership will always be current. There simply isn't an easier or more popular way to do your part to keep your favorite shows on the air. It takes just a couple of minutes to set up, and it's easy to sign up online or by phone. But, do it right now! Make sure [station] continues to thrive for you and everyone who watches.

Invest in programming:

The best way to make a powerful investment in the public television programs you care about on [station] is by signing up to become a sustaining member. Instead of donating one lump sum of \$60 or \$120 every year, you can set up your credit card or your bank account to automatically contribute \$5 or \$10 a month – or even more should you choose. It's easier on your budget and it keeps [station] stronger by providing a steady, reliable revenue throughout the year to make more great programs. Plus, you'll never have to worry about renewing your support for [station]. You can sign up now at [station web]. Or, give us a call at [station phone].

Your local PBS station:

Here at [station], we always aim to reflect the tastes and viewing preferences of the community we serve right here where we all live. Indeed, [Station] is locally owned and operated, and programming decisions are made right here by people who understand the unique character of our community. And that's part of what makes public television special. But it also takes your support to keep it this way. And the best way to join in with [station] now is to become a sustaining member with an ongoing contribution of \$10, \$20 or \$30 a month. Your generous support helps [station] continue this service to everyone in our area. It's easy to sign up online at [station web], or call in your monthly donation to [station phone]. Keep [station] thriving and serving all of our distinct local needs with your donation now.

Time to Renew:

If your mailbox keeps filling up with notices that your membership has expired, then you'll want to sign up for a sustaining membership right away. It's so easy – you'll never have to think about the details of your membership again – you'll just be able to sit back and enjoy all that [station] has to offer. Becoming a sustaining members is a very affordable way to support this station. Instead of giving an annual contribution once a year, you set up your bank account or credit card to make ongoing monthly payments.

You choose the amount – \$5 a month, \$10, \$20 – any monthly donation that works for your budget. It takes just a couple of minutes to set up your membership and then you'll be supplying a constant stream of revenue to your favorite public television programs, like Antiques Roadshow, Great Performances, NOVA and more. So please, become a sustaining member right now online at [station web] or on the phone at [station phone].

Most important source of revenue:

Don't let another opportunity to support this program – and [station] – pass you by. Because the fact is, the most important source of revenue [station] receives comes in the form of contributions from our viewers. It doesn't take much to do your part, and the great thing is that you get to choose how much to give. Whether you'd like to make a one-time contribution of \$75 or \$120, or take the simple, yet important step of become a sustaining member with an ongoing contribution of \$5 or \$10 a month, all we ask is that you give what you can. It's easy to do your part for the programs you love right now online at [station web] or on the phone at [station phone].

Why sustainer:

No doubt, you've heard us talking a lot about sustaining members and the reason for that is simple. We want you to realize how important - and how easy it is to be a sustainer. It just takes a couple of minutes to get signed up, but the power of your monthly donation is lasting. All you have to do is decide how much you'd like to contribute to [station] on an ongoing, monthly basis, whether that is \$5 a month; \$10 a month or more. Then go to [station web] and sign up. You'll never have to worry about when it's time for you to renew your membership and it's such a simple and affordable way to give to [station]. Plus, it gives this station a steady source of support, so we can keep doing what we do best - bringing you great public television! So, go to [station web] right now or call [station phone] and tell the phone operator you want to become a sustaining member. Make your difference now!

Best way:

The best way to support [station] is by becoming a sustaining member with ongoing monthly gifts. Plus you can set up a sustaining membership in just two minutes at [station web]. Here's how it works: Every month, you'll make an automatic contribution of \$5, \$10, \$20 - or any amount you choose. You can pay through your bank account or your credit card and your membership will be ongoing, so there is never any need to worry about renewing your support. Best of all, you'll be providing important, reliable, ongoing support to your favorite station and your favorite programs. To sign up, just go to [station web] or call [station phone].

Easiest way:

The easiest way to support [station] is by becoming a sustaining member. As a sustaining member, you never have to worry about renewing your support. You sign up to have your contribution automatically deducted from your bank account or credit card and then it's all set. All you need to worry about is basking in the warm glow of making your favorite public television programs possible. You can choose to give any amount - five dollars a month, ten dollars, twenty dollars. It takes just two minutes to set up your sustaining membership at [station web]. Or, call in your support to [station phone]. [Station] relies on your donation to continue to bring you the programs you care most about. Please join as a sustaining member today.

Nuts and bolts:

Becoming a sustaining member is so easy. First, choose how much you would like to give every month - \$5, \$10, any level that works for you. Then, if you'd like your automatic contribution to come from your bank account, simply find your account number and your bank's routing number at the bottom of your

checks. If you prefer to give by credit or debit card, then just have that handy when you sign up. Then all you need to do is go to our [station web] or give us a call at [station phone]. After just a couple of minutes, you'll never have to worry about renewing your membership again! And you will have done a really great thing to keep public television thriving here at [station]. And don't forget to ask for one of our special thank you gifts for sustaining members.

Difficult to remember:

When you watch the great programs on [station], we ask you to chip in every year with a contribution to keep your favorite shows on the air. We know that you believe in the programs [station] brings you, but we also know that it can be difficult to remember to make that contribution every year. Besides, a contribution of \$120 or \$240 all at once can be a bit daunting. That's why we're so excited to be able to offer sustaining memberships. With a sustaining membership, you set up your bank account or your credit card to make an automatic monthly contribution of \$5, \$10, \$20 - any amount that works for you. It's a great process, because it's a lot easier on your budget AND you never have to think about your membership. You can sign up for your sustaining membership in just a couple of minutes. Just head over to [station web] or pick up the phone and give us a call.

Why Sustaining Memberships?:

When you sign up for a sustaining membership, your bank account or credit card will make an ongoing monthly contribution every month. You can give \$5 a month, \$7.50 a month, \$20 a month - any amount that works for you. You might have heard us say that this is the way that we would prefer that you give - and you might be wondering why. Well, it's simple, really. As a sustaining member, you are providing a steady stream of revenue throughout the year, which pays for the programs that you watch every week. That reliable source of income makes it a lot easier to plan our budget. Since your membership won't expire, we can spend more of your contribution on your favorite programs and not on sending letters in the mail asking you to renew your membership. And the more sustaining members that sign up, the less time we will have to take out of our schedule for fundraising. So sign up for your sustaining membership now. Go to our secure website or head over to the phone and give us a call at [station phone]. Make your difference now!

Best programs:

From Nature and NOVA to the PBS NewsHour, Antiques Roadshow and Masterpiece, [station] brings you some of the best programs available on television. A big share of the funding for these programs comes from our viewers – from YOU. Of course, we welcome your contribution no matter how you prefer to give, but we have found that the easiest way for most people to give is to become a sustaining member. Instead of making a one-time contribution of \$60 or \$120, you set up your bank account or credit card to make an ongoing payment of five or ten dollars every month. Your membership will never expire, so without even thinking about it, you'll be doing your part to make great television available to everyone in our community. Please, sign up for your sustaining membership now. Just visit [station web] or call [station phone] now.

Pledge breaks:

Fundraising is an essential part of what we do at this station. Pledge breaks like this are the most efficient way to raise the money it takes to pay for programs like American Experience, Frontline, Great Performances, and Curious George. But we can understand if you'd like to see a few less pledge breaks and a few more of your favorite shows in our schedule. Well, there is a way to help us achieve that - become a sustaining member. As a sustaining member, you set up your credit card or bank account to automatically contribute five, ten or twenty dollars every month. Unlike a regular membership, a sustaining membership will never expire, unless you ask us to cancel it. That means that we can spend

less time on the air asking you to renew your membership and more time bringing you the best programs that television has to offer. So do your part for [station] and help us put even more great television in our schedule. Sign up for your sustaining membership today. It takes just two minutes whether you give online or by phone.

Most financial sense:

There is one great way to support [station] that makes great financial sense: a sustaining membership. It's easier on your budget because, instead of giving us one lump sum of \$60 or \$120, you can support this station with an automatic contribution of five or ten dollars a month. And it works better for [station] because it guarantees a regular flow of support to [station] so we can plan and create even more of the programs you enjoy and rely on. To set up your credit card or bank account with a sustaining membership, just go to [station web] and make your ongoing monthly contribution now. Become a regular supporter of public television programs that matter on [station].

Never remember:

If you're the type of person who can never remember when it's time to renew your [station] membership, then here's the best way to give: become a sustaining member. It takes just two minutes to get started and you'll never have to worry about receiving letters reminding you that your membership has expired. It works like this: Instead of giving once or twice a year, you set up your credit card or bank account to make automatic monthly contributions of \$5, \$10, \$100, or any amount you'd like. It is by far the easiest way to give! So please, go to [station web] and sign up for your sustaining membership now. You do make all the difference for great public television programs on [station].

Ongoing monthly basis:

I want to invite you to become a partner with [station], by becoming a sustaining member right now. When you donate to [station] on an ongoing monthly basis, it helps [station] bring you the programs you love and want to have in your life to enjoy. You can choose a monthly payment of \$5; \$10; \$20 or \$100 or any amount in between. And when you sign up, you get the ease of ongoing monthly payments without having to worry about when it is time to renew. Just go to [station web] and make a contribution now. Your next favorite program is just waiting for you to be a part of making it happen!