



PBS SUSTAINER LEARNING CENTER GRAB AND GO PITCHES

*Strengthen your support. Simplify your giving.
Sustaining members matter.*

THE BASIC PITCH

- **Simplify your giving**
- **Be there for [station] all across the year**
- **BECOME A SUSTAINER!**
 - Make an ongoing monthly gift through your bank account or your credit or debit card
 - No payments to remember
 - Your membership automatically renews each year
 - It's so simple! An easy way to make a big difference.

EXPANDED PITCHES

When you become a sustaining member, it's great for you. No renewals to remember... no "[station] membership" on your to-do list. It comes automatically from your bank account or your credit card each month. It auto-renews each year, and your support of [station] is all set. Simplify your giving today. Become a sustainer.

Exceptional television has real costs. And just like your bills, the bills at [station] come due month after month too. When you become a sustaining member, with your ongoing monthly contribution, you form a strong foundation of support [station] can count on each and every month to uphold the work we do. Make your difference. Join today.

When you become a sustaining member, it's a great way to recognize that [station] is here for you day in and day out. You can be here for [station] in the same way. Support television that matters with your ongoing monthly gift from your credit card or bank account... and feel great knowing that every time you turn to [station], you're a part of it.

The beauty of becoming a sustainer with an ongoing monthly gift is that it's very affordable... it breaks down your annual donations into smaller, easy monthly amounts. Just as you set aside money each month for other things you care about and enjoy... your sustaining membership allows you to do your part for [station] on your terms.

Your \$10 or \$15 a month may seem small, but it makes a big difference. Your sustaining gift combined with those of your fellow members all adds up to a big impact over time. And that impact turns into stories and programs on [station]. Help [station] thrive today with your ongoing monthly gift. Sustain the future of excellent television!

SUSTAINING SUPPORTERS MATTER - bullets

Monthly sustaining members form a strong foundation for [station]. Sustaining dollars are ones [station] can count on every month to fund programs you love.

[station] is here for you day in and day out. This is a great way for you to be here every day for [station] too.

Becoming a sustainer makes your gift even more affordable. Ongoing monthly giving breaks your donation into smaller, easy monthly amounts.

\$5, \$10, or \$15 a month may seem small... but it all adds up to a big impact over time. It helps [station] thrive. It makes a big difference.

We all set aside money each month for things we enjoy or things we care about. Do the same for [station] when you become a monthly sustainer.

Once you become a sustainer, all you have to do is sit back and enjoy the programs. You'll enjoy it so much more knowing you've been a part of making it happen.

You watch [station] all throughout the year. Spread out your contribution in the same way. Become an ongoing monthly sustainer.

Donating monthly is one simple action that will help make it possible for thousands of others to connect with news, culture, and ideas on [station] for years to come.

Sustaining contributions start at just \$5 a month

\$5/month	\$60
\$7.50/month	\$90
\$10/month	\$120
\$15/month	\$180
\$20/month	\$240
\$30/month (approx.)	\$365
\$50/month	\$600
\$84/month	\$1000
\$100/month	\$1200