

SUSTAINER - PLAN BETTER

When you make the switch to our monthly Sustainer membership, (station) can give you MORE of what you want, and LESS of what you don't.

Sustainers provide a predictable base of support, and because of automatic renewal (station) won't have to interrupt programming to ask you to renew.

You choose the amount, 5, 10, 20 dollars a month—set it up once, and that's it. Three minutes of your time now will mean hours and hours of fundraiser-free music later.

Call (phone number), or become a Sustainer online at (STATION) dot org.

SUSTAINER - EASIEST TO MANAGE

With automatic renewal, monthly Sustaining Memberships are the EASIEST to manage.

And it's also the BEST way to help (station) reduce on-air fundraising.

As a Sustainer you pick the amount—5, 10, 15, dollars a month—and without any additional steps, your contribution automatically renews each and every month.

More (news-music-programs), fewer interruptions, that's what Sustaining Membership is all about. **Please call (phone number), or become a Sustainer online at (STATION) dot org.**

SUSTAINER SHORTER FUNDRAISERS

As listener-supported public radio, (station) relies on a steady stream of financial support from the very people who love it---so we're asking for your help to provide that stream by becoming a monthly Sustainer.

Sustaining Membership automatically renews—which means you pick an amount to give each month—\$5, \$10 \$20 on a credit card. When enough people do that, (station) can reduce the fundraising interruptions.

It takes only a few minutes at (phone number), or become a Sustainer online at (STATION) dot org.

EVERY SUSTAINER MEANS LESS FUNDRAISING

Even during these Campaigns, (station) is ALWAYS focused on bringing you more (programs).

We can do that because so many people have chosen to become (station) monthly Sustaining Members. It's the easiest way to manager your giving.

Because Sustaining gifts automatically renew, we won't have to go on the air as much to remind you to give. It's that simple.

Make the switch to (station) Sustainer by calling (phone number), or become a Sustainer online at (STATION) dot org.

SUSTAINER LESS IS BETTER

You've been hearing about Sustainers a lot lately.

Sustainers are people who make ongoing monthly gifts that automatically renew.

Why is that important?

Their gifts of 5, 10, 20 dollars a month provides steady support for (station) so that we can serve the community better. Since Sustaining membership automatically renews, your membership takes care of itself.

And when more people sign up to be Sustainers, we don't have to go on the air as often to remind you to renew. That translates into fewer days of fundraising.

It only takes a few minutes to make the switch. **Call (phone number), or become a Sustainer online at (STATION) dot org.**

SUSTAINER IS REGULAR SUPPORT

If you prefer more (programs) and less on-air fundraising, there's a way to make that happen.

When you give a monthly gift that automatically renews, (STATION) will have to go on the air less often to ask you to renew your membership. You'll be a (Station) Sustainer.

Think of what we could all do together if MORE people signed up to be Sustainers.

Call (phone number), or become a Sustainer online at (STATION) dot org.

SUSTAINER UP TO DATE MEMBERSHIP

While the world can be complex and intricate, supporting (station) is rather simple. And with automatic renewal, monthly Sustaining memberships are the easiest to manage.

All you need is a credit card or checking account. You decide how much to give each month—5, 10, 20 dollars a month or more—and then that amount automatically comes to (station)—keeping your support and your Member benefits current month after month, year after year.

And the MORE listeners who make the switch to being monthly Sustainers, the LESS time (station) has to spend fundraising on the air. **Please call (phone number), or become a Sustainer online at (STATION) dot org.**

SUSTAINER - KEEP COMMUNITY CONNECTED

There are people you don't even know who are making your listening experience better on (station). They're called **Monthly Sustainers**.

Sustainers already give, off the air, month after month, year after year. The more people who do that, the fewer pledge drives we have to do, and the shorter those drives can be.

So, when you get involved as a (station) Sustainer, you're doing something good for you and for everyone in your community at the same time.

If you're currently a member, THANK YOU---and if you'd like to switch to Sustainer to help (STATION) reduce on-air fundraising, pick an amount between 5 and 50 dollars, and call **(phone number)**, or **become a monthly Sustainer online at (STATION) dot org.**

SUSTAINER SO MUCH TO LOVE

There's just so much to love about (station) Sustaining Membership.

- 1) It's easy. All you need is a credit card to get started.
- 2) It's budget friendly. Sustaining Membership starts with a contribution of 5 dollars a month. You can give whatever works best for you 5, 10, 15, 20 dollars a month...
- 3) It automatically renews. As an on-going monthly gift, your contribution means your membership is ALWAYS current.
- 4) It reduces on-air fundraising. Sustaining Gifts make up the MOST reliable income for (station), and when the station can always count on you, then you can always count on (station) to keep these Campaigns to a minimum.

How do you sign up? Call (phone number), or follow the Sustainer link at (STATION)-dot-org.

SUSTAINER – PLEDGE KEPT TO A MINIMUM

Thanks to current (station) Sustainers, on-air fundraising has decreased.

It's not just about reducing the number of days, it's about reducing the number of interruptions. Help (station) continue the trend of efficient fundraising by getting involved right now.

Sustaining gifts combine the ease of monthly giving and the convenience of automatic renewal—and you can get your Sustaining Membership started for any amount beginning at 5 dollars a month.

Please call us now at (phone number), or become a Sustainer online by following the link at (STATION) dot org.

SUSTAINER- YEAR-LONG CAMPAIGN

You may have heard that (station) is in a year-long campaign to reduce the amount of on-air fundraising interruptions. We're asking the people who love this (programming) to sign up to be (station) Sustainers.

Sustaining Membership reduces on-air fundraising because every Sustaining gift automatically renews. Which means we don't have to go on the air as often to ask you to give.

Because the station can plan on receiving your support, we can plan better, budget better, and best of all, interrupt this (programming) less often. **It's a win-win for everybody, but ONLY if we reach that goal.**

Call (phone number), or become a Sustainer online at (STATION) dot org.

SUSTAINER – DISAPPEARING PLEDGE DAYS

As hundreds of listeners continue to make the switch to being Sustainers—hours, days, and even weeks of on-air fundraising have the potential to disappear.

Sustaining Membership starts with a gift of 5 dollars a month or more—and because it automatically renews, it means (station) can plan better, and fundraise less often. That's what people have been asking for---so we're asking you to be one of the people who switches to Sustainer and makes it all happen.

The idea is to have more people giving money OFF the air, so that (station) doesn't have to interrupt your listening with ON AIR pledge drives.

It's all part of (STATION)'s very real commitment to shorten not just one, BUT EVERY ON-AIR FUNDRAISER. **Call (phone number), or make the switch to Sustainer online at (STATION) dot org.**

THANKS TO CURRENT SUSTAINERS

Every month, more and more people are finding out about what it means to be a (station) Sustainer.

Sustaining gifts automatically renew. So, the more listeners who tell us that we can count on THEM, the more YOU can count on (station) for less on-air fundraising. Doesn't that sound better already?

5, 10, 15 dollars a month—ANY of these amounts make you a Sustainer and EVERY sustainer reduces on-air fundraising.

Call (phone number), or make the switch online by following the Sustainer link at (STATION) dot org.

SUSTAINING IS THE NEW THING

Thanks to technology, you can support your favorite non-profits by becoming a monthly Sustainer. That's where you choose an amount, maybe 5, 10 or 20 dollars on your credit card, and support that organization on an ongoing basis.

That saves you from having to write a check to renew your gift every year, and all the back-and-forth with envelopes and reminders.

And it allows you to have an impact on a more manageable monthly basis. The benefits of membership never expire---and a fringe benefit of (station)'s monthly Sustainer plan is that you help reduce, or even eliminate, pledge campaigns.

When (STATION) can rely on your Sustaining support off the air, we need to go ON THE AIR less often to ask for support.

Call (phone number), or make the switch to Sustainer online at (STATION) dot org.

SUSTAINER IS CHECK-FREE

Supporting your favorite non-profit by becoming a Sustainer is so easy---it's pretty much automatic, which means there's one fewer thing to worry about every month.

Remembering to write a check, stamp the envelope, and mail the gift is eliminated when you sign up to be a (station) Sustainer.

And every month, seeing (STATION) on your credit card statement will be a reminder that you support a vital community resource. It means you have a tremendous impact, with little impact on your resources or time.

Here's an added benefit: the more people who sign up to be (station) Sustainers, the less often we have to interrupt the programs to ask you for financial support.

Call (phone number), or become a Sustainer online at (STATION) dot org.

ASK A SUSTAINER

Ask anyone who is already a (station) Sustainer, and they'll tell you that there are benefits to what they GET and DON'T GET by giving monthly.

They enjoy the ease of monthly, ongoing giving without having to take any extra steps. They get peace of mind---there's no longer a need to renew a membership each year, so their benefits are always up-to-date.

Sustainers don't have the back-and-forth of envelopes, stamps, checking fees, and the like.

All they did was sign up once, and that's it. Join our monthly Sustainers and enjoy the same benefits—**please call (phone number), or become a Sustainer online at (STATION) dot org.**

SWITCH FROM MEMBER TO SUSTAINING MEMBER

When you become a (station) Sustainer, you help reduce the amount of on-air fundraising.

The idea is to create a base of support that (station) can rely on month after month, year after year. That translates to LESS on-air fundraising---so every Sustaining gift results in more (programming) later!

If you are already a member, consider becoming a Sustainer. You can start for as little as \$5 a month, but if you currently give about \$100 annually, why not become a Sustainer at \$10 a month?

Call (phone number), or become a Sustainer online at (STATION) dot org.

SUSTAINERS - PEOPLE YOU DON'T KNOW

The beauty of becoming a (station) Sustainer is in knowing that month after month, you're having a positive impact on people you know---and thousands of others you'll never meet.

That's what philanthropy is all about---recognizing a need in the community, and stepping up to do something about it. You may never know the people whose lives you have changed, but you know that month after month, you are making a difference.

Sustainers enjoy the ease of making monthly gifts that automatically renew. Your 5, 10, 20 or 25 dollars a month will allow you to manage your membership without having to do anything but set it up once. So many people will appreciate what you are about to do right now when you become a (STATION) Sustainer.

Call (phone number), or become a Sustainer online at (STATION) dot org.

SUSTAINERS - EASE AND CONVENIENCE - TECH

We're lucky to be living in an age where technology helps us take care of mundane tasks without having to think about it.

- Online Bill-Paying---you set it up once, and those paper bills don't clog your mailbox
- Direct Deposit---checks go right into your bank account without you having to wait for the mail and stand in line at the bank
- Monthly Sustainer Giving---you set up your monthly gift, and it automatically goes to work without you having to worry about it

(station) has a monthly Sustainer program. It's convenient and easy for YOU, and because of the reliability of your monthly gift, (STATION) has to be on the air less often to ask for your support.

Make the switch now, and let the technology handle the rest. **Call (phone number), or become a Sustainer online at (STATION) dot org.**

SUSTAINERS - TELL US YOU WANT TO BE COUNTED

When you call or go online to support (station), we hope you will consider becoming a (STATION) Monthly Sustainer.

That's where you set up a recurring gift of 5, 10, 15, 20 dollars a month or more on your credit card, and we do all the rest. No more worries about your benefits expiring. No more worries about having to send in a check.

And you can choose a thank you gift if you wish.

Tell us you want to be counted among the many who are already Sustainers---and join them in helping (station) reduce the amount of time we are on the air fundraising.

Follow the Sustainer link online at (STATION) dot org, or call right now and we'll help you set it up at (phone number).

WE LISTENED – SUSTAINER IS THE ANSWER

If you've listened to (station) over the years, you know that we go on the air during drives like this to ask you to contribute money so that we can keep serving the community with quality programming.

There's a better way: Do LESS fundraising on the air, by doing MORE fundraising OFF the air. Monthly Sustaining Membership is the answer. When a critical mass of people provide regular, monthly gifts that automatically renew, there's less of a need to hold lengthy campaigns.

Whether you're a current member, someone who hasn't given in a while, or a person who's never given before---please become a (station) Sustainer. You'll help (STATION) deliver more of what you want, and less of what you don't.

Call (phone number), or take three minutes to become a Sustainer at (STATION)-dot-org.

SUSTAINER – A BETTER WAY

Our children and grandchildren are growing up in a world where they will be able to do nearly everything electronically.

You, yourself, may use Facebook and Skype to keep up with your family in other states. We can listen to (station) online. And then there's the good old radio.

The convenience of the digital world is what draws people to monthly Sustainer membership. Here's how it works: You pick an amount that works for you---5, 10, 20, 25 dollars a month---set up an ongoing gift that automatically renews, and we'll take care of the rest.

You can check in on your investment every day when you tune to (station), and you'll know you're having a strong impact on this entire community with one manageable monthly gift.

Set it up now at (STATION)-dot-org, or by calling us at (phone number).

SUSTAINER - FOUR GOOD REASONS

Here are some reasons why (station) Sustainers have told us they signed up in the first place:

- It's easy and convenient---you just set it up once and it takes care of itself
- Automatic renewal means you're out of the yearly cycle, and your membership is always up to date
- There's no longer a need for renewal reminders, envelopes and stamps
- Sustaining Membership allows you to make a sizeable impact on the community with a manageable monthly amount

If any of those reasons appeal to you, please sign up as a (station) Sustainer right now.

Set it up now at (STATION)-dot-org, or by calling us at (phone number).

SUSTAINER ISN'T THE ONLY WAY

Sustaining Membership is one of a NUMBER of ways you can support the community with (programming) on (STATION). Of course you can always give a single gift of \$50, \$100, \$500 or more. You can donate your car to (STATION). And you can have your gift matched by your employer.

But the Sustainer program is the ONE way we can all reduce the amount of time spent doing on-air fundraising. That's because Sustainers provide a steady stream of support month after month. When (STATION) can rely on that support, we need to go on the air less often to remind you to renew your membership.

Set it up now at (STATION)-dot-org, or by calling us at (phone number).

GO TRADITIONAL, OR GO SUSTAINER

You've been hearing us talk a lot about the monthly Sustainer program at (station). Thank you if you have signed up to make monthly gifts that automatically renew.

If you would like to give a one-time gift to support (programming) on (STATION), we more than welcome your support. It means a lot. We're happy to remind you when it's time to renew your membership next year.

Sustaining membership provides a steady stream of support to (station), and you never have to remember if your membership is current. PLUS when enough people become Sustainers, we can reduce on-air fundraising.

Either way---a one-time gift, or a Sustaining gift---we welcome your support.

Follow the links at (STATION)-dot-org, or call us at (phone number).

SUSTAINER – PEOPLE HAVE ASKED

Since hearing about the (station) Sustainer program, a number of people have asked, "Is being a Sustainer the ONLY way I can support (station) now?"

No, there are many ways to celebrate the (programming) you love on (STATION). You can gift a one-time gift. You can donate your car and get a tax deduction. You can ask your employer to match your gift to (STATION).

Sustainers set up monthly gifts that automatically renew, so their membership is always current. They never have to remember whether they are supporting (station)---it's always right there on their credit card or bank statement. One less thing to think about as you enjoy the (programs) and membership.

Whichever way you want to go, the key thing is that we can consider you a SUPPORTER of (station).

Please join us now at (STATION)-dot-org, or by calling us at (phone number).

SUSTAINER – IS IT FOR YOU?

Have you ever cooked in a crock pot? You put in the ingredients, turn it on and walk away. Hours later you have a tasty dinner.

That is the essence of the (STATION) Sustaining membership. You set it up once, and that's it. The payoff comes back throughout the year. Whenever you tune in, there's tastefully done programs that enrich your mind and spirit.

The BONUS is that the more people who sign up as Sustainers, the less on-air fundraising (STATION) has to do each year. If you like the convenience of monthly Sustaining membership, go ahead---'set it and forget it.'

It's easy to do at (STATION)-dot-org, or by calling us at (phone number).

SUSTAINER – AN OPTION WITH BENEFITS

If you have been giving to (station) for a while now, you may have heard us talk about the Sustainer option. That's where you set up a monthly gift that automatically renews. People are doing \$5, \$10 and \$20 a month.

Hundreds of people are finding this to be the most convenient way to support the (programs) they love on (station). If you think it's right for you, we would love to count you as a (STATION) Sustainer.

One of the benefits of Sustaining membership is that you help reduce on-air fundraising.

Please take three minutes to do your part at (STATION)-dot-org, or by calling us at (phone number).

SUSTAINER – RELIABILITY

If you like to give an annual gift to (station), we are hoping you will do that now. For more than (#) years, this radio station has relied on the annual support of (#) of listeners.

There's another way to provide a reliable and steady stream of support to (STATION) that is also easier on the pocketbook: Sustaining Membership.

Sustainers are people who make monthly gifts that automatically renew. It combines the ease of monthly giving with the convenience of automatic renewal, so your membership is always current.

Whether you are about to give a one-time gift of \$100, \$250 or \$500, thank you---or consider a Sustaining gift of \$10, \$20, or \$30 a month.

It takes about three minutes at (STATION)-dot-org, or by calling us at (phone number).

SUSTAINER – YOUR CHOICE

You are in a select group of people who are ALSO dedicated to keeping these programs available to EVERYONE, EVERYWHERE, ALL OF THE TIME.

That's why we are on the air asking for your support this week. People have asked us whether Sustaining membership is the ONLY way to give to (station). No, it's one of a number of options, and it happens to be the most convenient ways to give.

Sustainers give monthly, at 5, 10, 20 dollars a month or more. And with automatic renewal, you won't have to worry about whether your membership is current or not.

Please do your part at (STATION)-dot-org, or call us at (phone number).