

October 2006

Mission + MemberCard + Urgency = \$

Here's a great idea from our friends at WBEZ to get the attention of those on your email lists with a last minute pledge drive appeal using mission and MemberCard as the reasons to pledge by the deadline!

CHICAGO PUBLIC RADIO

LISTEN NOW
Live Webcast:
MP3 Live
Windows Media

SUPPORT
Pledge your support to
Chicago Public Radio

Aug 31, 2006
12:10:36 PM

support Now

Thursday, August 31, 11:35 am

Dear Steve,

Well, this is it. There are 12 hours left in our fiscal year. **Today at midnight** we close the books on an amazing year of public radio news and cultural programming. But we still have a little bit to raise to pay this year's expenses. As of 6 am today we had \$330,000 remaining to pay our bills. Since then another \$115,000 has come in.

But with just 12 hours to go, we're a little concerned that the *deck* will run out on us before everyone has had a chance to respond. If your membership is up for renewal or you can pledge a little extra to help us balance the books, [click through to the pledge form and count your pledge toward the goal.](#)

Here are three reasons to pledge right now:

1. Chicago Public Radio is the one rare voice of independent news and culture in this age of media conglomerates. We need to protect and strengthen this voice with broad public support.
2. Pledges of \$120 or more can *literally pay for themselves* by occasional use of your Chicago Public Radio MemberCard. There are hundreds of restaurants and dozens of theaters, music venues and museums offering two-for-one discounts to our members.
3. **Pledge before midnight tonight** and you're automatically entered in the drawing for a chance to win a once-in-a-lifetime 18- day Silk Road tour of China with the Art Institute of Chicago.

We are so grateful to the tens of thousands of listeners who made membership contributions in the past twelve months. We are getting so close to balancing the books. I hope you can [pledge](#) or encourage your friends to support Chicago Public Radio in these last critical hours.

Sincerely (and a little urgently),

Torey Malatia
President and General Manager
Chicago Public Radio

For archived Tips, samples & more, visit www.membercard.com



MemberBenefits

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