

**SOUTHERN CALIFORNIA  
PUBLIC RADIO**

89.3 KPCC 89.1 KUOR 90.3 KPCV

# A Town Hall for the 21st Century

The Capital Campaign for Southern California Public Radio

[DATE]

[NAME]

[ADD1]

[ADD2]

[CITY], [STATE] [ZIP]

Dear [SALUTATION]:

Thank you for pledging a tax-deductible gift of [GIFTDOLLAR] in support of Southern California Public Radio. With federal funding for public radio in jeopardy, your generosity is more important now than ever before.

The contribution you make today will be added to our Member Challenge Fund, which will be used to motivate other listeners to join you in supporting KPCC. In the past, we've found that every \$1 in challenge money brings in an average of \$4.28 from new members!

Not only will you help broaden KPCC's base of support by inspiring others to become members, your contribution will also make it possible for KPCC to continue bringing you the thoughtful, in-depth news and information that you depend on each and every day.

Simply return your gift in the enclosed envelope or contribute online at [kpcc.org](http://kpcc.org). Thank you in advance for your generous support, and for making a personal statement about the importance of public radio in our community.

Sincerely,

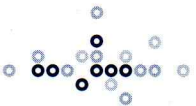
[SIGNATURE]

[NAME]

[TITLE]

Solicitation for Southern California Public Radio is being conducted by SD&A Teleservices, a professional fundraiser for charitable purposes.

● Southern California Public Radio ● PO Box 511298 ● Los Angeles, CA 90051-7853 ● 626-585-7000 ●



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Thank you for pledging to support Southern California Public Radio with a contribution of [GIFTDOLLAR] when you spoke with our representative on [PLEDGEDATE]. Please complete this form and return it with your gift in the enclosed envelope today. Thanks again!

[MATCHCODE] [SOURCECODE] [CAMPCODE]

[NAME]

[ADD1]

[ADD2]

[CITY], [STATE] [ZIP]

My check made payable to Southern California Public Radio is enclosed.

Please charge \$\_\_\_\_\_ to my:

Visa       MasterCard       American Express

Name \_\_\_\_\_

Account No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_