Make a simple and powerful change to your WPR gift.

Switch your monthly sustaining support from your credit/debit card to electronic funds transfer from your bank account.

<<Date>>

Dear <<LetterSalu>>, 

Thank you for your generous sustaining support of Wisconsin Public Radio! Sustainers are a growing segment of our membership and your reliable monthly support gives us confidence in the future. Thank you!

I'm writing to tell you about a way you can make an even bigger impact. It doesn't cost a dime and will only take seconds to do.

When you make the switch from your credit/debit card to electronic funds transfer from your bank account (EFT), more of your gift will go to WPR programs and less will go to processing fees and costs to follow up on expired or changed card numbers.

Can we count on you? You can help WPR save tens of thousands of dollars a year on fees and re-enrollment efforts, so more money will go to the WPR programs you love!

We appreciate your gift so much, no matter how you choose to give. You make WPR programs possible for listeners all around Wisconsin and beyond.

Thank you for considering this simple and powerful change.

Sincerely,

Mike Crane
Director, proud EFT sustainer

P.S. Please make the switch from your credit/debit card to EFT today! When you do, more of your support goes right to WPR programs. Thank you for all you do as a valued WPR sustainer.

I'd like to make my sustaining gift go even further for WPR programs!

☐ Please switch my gift of <<PaymAmt>>/month from my credit/debit card to EFT today! (A voided check is enclosed. I understand that deductions will be made on or about the 5th of each month and will continue until I tell you to stop.)

☐ Please increase my monthly gift by: <<ask string>> Other $___ New Total ______

Do we have your correct email address?

(Please fill in if blank)

Thank you for your support!