



Dear (salutation),

Your ongoing monthly support as a GPB Sustainer is remarkable. You are vital to GPB's future, allowing the services you trust and rely on day after day to thrive.

As I review our resources for the coming months, there is one simple thing you can do to transform your support to accomplish even more—

Switch your monthly contribution from your credit card to an automatic deduction from your checking or savings account.

Every day, more and more credit cards expire or are replaced. This means GPB is missing out on thousands of dollars each month—tens of thousands annually – from people who care deeply about the services we provide and have every intention of maintaining their loyal support.

Making the switch to automatic payments is such a quick and easy thing you can do right now to assure full funding for the programs you love and simplify your giving even more.

MY CHALLENGE TO YOU: Be one of the 350 Sustainers needed to make the switch to Electronic Funds Transfer (EFT) before March 1, 2023. It's important to act now.

Plus, when you give this way—through your checking or savings account—you'll accomplish even more with your gift because GPB will save on credit card administrative and processing costs—directing even more of your generous donation to programs you care about.

This small yet impactful change will mean the world for your favorite programs and it won't cost you a dime. The postage on the return envelope is already paid. All you need to do is fill out the form and mail it back.

Of course, you can always call GPB at 800-222-4788 to make your changes by phone.

Thank you for all you do for GPB as a GPB Sustainer, and please accept this challenge to make the switch today.

Sincerely,

Bert Wesley Huffman (handwritten signature)

Bert Wesley Huffman
President and Chief Revenue Officer

P.S. Please make the switch today! Move your monthly Sustaining donation from your credit card to your checking or savings account. It's easy to do and you'll never need to worry about updating your credit card information with us again. By accepting this challenge, you assure a strong and stable future for GPB and the programs you love and care about.

260 14th Street • NW Atlanta, GA 30318 • gpb.org • 800-222-4788

GPBSE-2301-LF

YES! I will make the switch!

- Change my monthly \$<Last Pay Amt> Sustaining contribution from my credit card to my checking account.
Increase my monthly gift to:
<Upgrade Ask 1> <Upgrade Ask 2> Other \$

Member ID Source Code

Jane Q Sampleperson
1234 Main Street
Suite 000
Anywhere, OR 00000

12345 67890 1234567890

Checking account transfer RECOMMENDED

I authorize my bank to send my contribution to GPB each month according to the terms of the agreement stated on the back of this letter.

- I've enclosed a voided check from the account I wish to use OR
I've provided account information below

Check routing #

Account #

Signature

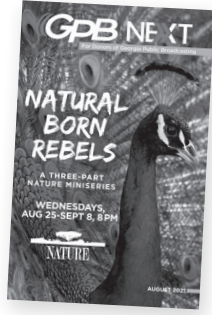
ABA Check Routing Number 123456789, Account Number 000123456789, Check Number 1001

E-mail

GPB Donor Benefits

With an annual gift of \$35 or more, you'll enjoy the following benefits:

- **GPB Next:** Our new monthly, full-color printed magazine features information about our television, radio, online, education and community engagement initiatives.
- **What's New Next Week:** GPB's e-newsletter provides you with weekly updates about programs, resources, and events.
- **GPB Passport:** This powerful donor benefit provides access to the best of public television streaming on demand. GPB Passport comes automatically with your gift of \$60 or more, or \$5/month or more as a GPB Sustainer. Log-in details will be sent to you via email.



GPB Passport

Become a GPB SUSTAINER

- As a GPB Sustainer, you'll automatically contribute a continuing monthly gift that is conveniently deducted from your bank account or credit card – your choice.
- You determine how much to give each month. Your support will automatically continue month after month – no need to remember when it's time to renew!

For more information call 1-800-222-4788, email us at ask@gpb.org, or visit gpb.org/support/sustainer.

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PODCASTS • STREAMING

GPB IS YOURS

Morning Edition	Sesame Street
MASTERPIECE	Political Rewind
The Daily	Here & Now
NOVA	Finding Your Roots
PBS NewsHour	American Masters
Nature	All Things Considered
Georgia Outdoors	Weekend Edition
This American Life	American Experience
FRONTLINE	Marketplace
Great Performances	Wait Wait...Don't Tell Me!

This is what your donation brings to life—and so much more.

Be one of the valued supporters who keeps public media alive and make your community a better place to live.

Join immediately online at GPB.org

GPB SUSTAINER TERMS OF AGREEMENT

Terms of Agreement: My authorization to transfer a monthly gift from my bank or to charge the gift to my credit card will remain in effect until I notify GPB that I wish to end this agreement and GPB has had reasonable time to act on it. A record of each payment will be included on my monthly bank or credit card statement and will serve as my receipt.

