

May 2018

From: Jenny Trust • Director of Membership

<Name>
<Address Line 1>
<Address Line 2>
<City, State Zip>

Dear <Salutation>:

One of our guiding values at Maryland Public Television (MPT) is caring for others. We believe, as I'm sure you do too, that children are our future, and they deserve a safe and substantive learning environment.

Milo's turning four this summer and is busy learning about shapes, the alphabet, how to count, and so much more. It's a big world full of wonder and imagination for a child to explore, and Milo needs to be ready to take it all on. That's why his parents turn to PBS children's programming. Shows like *Daniel Tiger* will help Milo foster an interest in reading and writing, encourage positive social skills, and model age-appropriate problem-solving strategies.

Children rely on adults like you, (<Salutation>), to guide them so that they make smart choices. That's why today, I hope you'll make the choice to continue your support of MPT with a contribution of <\$Z>, <\$Y>, or <\$X>.

PBS children's programs are trusted and safe places to watch television. They help prepare children for success in school and in life. Ranking #1 in trust among nationally-known institutions, including TV networks, PBS Kids educates children about reading, math, and social skills and is a leading innovator in educational media.

Your neighbors know this too because:

- + 9 out of 10 parents are likely to use PBS Kids resources for school preparedness;
- + 71% of children ages 2-8 watch PBS; and
- + When asked how well networks prepare children for school, 81% of parents said PBS Kids helps a lot or helps somewhat.

(Over, please...)



Milo learns while watching *Daniel Tiger* with his mother on their tablet

11767 Owings Mills Blvd. • Owings Mills, MD 21117 • mpt.org/give

Detach Here and Return the Form Below

I Value MPT in My Life.

1 My Gift

One time:

<\$Z> <\$Y> <\$X> Other \$ _____

Monthly:

\$50/mo \$20/mo \$10/mo
 Other \$ _____

(Please provide a voided check or credit card number. \$5/mo minimum)

2 My Payment Method

Check, payable to MPT.

Credit Card:

AMEX VISA MC DISC

Credit Card Number _____

Exp. Date _____

Signature _____



MARYLAND
PUBLIC
TELEVISION

Please Sign Below for Monthly EFT Payment

I authorize MPT to withdraw my sustaining gift on the 5th of each month from my bank account (EFT) until I notify MPT otherwise. My voided check is enclosed.

Signature _____

Date _____

Email Address (required for MPT Passport access) _____

Plus, we serve all children. PBS Kids resources can help close the math achievement gap for children from low-income families and better prepare them for kindergarten. PBS stations reach more kids ages 2-5, more moms with young children, and more children from low-income families than any other kids TV network. In fact, PBS stations provide the only free national 24/7 children's TV channel and live stream, available to more than 90% of U.S. TV households.

Will you show your support of quality children's television programming with your donation of <\$Z>, <\$Y>, <\$X> to MPT today?

To help prepare Milo for the future, his parents turn to MPT. They, too, grew up watching PBS programming like *Mister Rogers' Neighborhood* and *Sesame Street*. *Did you, your children or grandchildren grow up watching these hallmark programs, (Salutation)?* I did, too.

The values we all learned as children watching PBS programming - kindness, honesty, and love for the world around us – are the values you believe in as a loyal MPT viewer. Thank you.

Your gift of <\$Z>, <\$Y>, or <\$X> to MPT today will help share these values with future generations. It's because of your generosity that children will benefit from the meaningful programs that only we can provide, *together*.

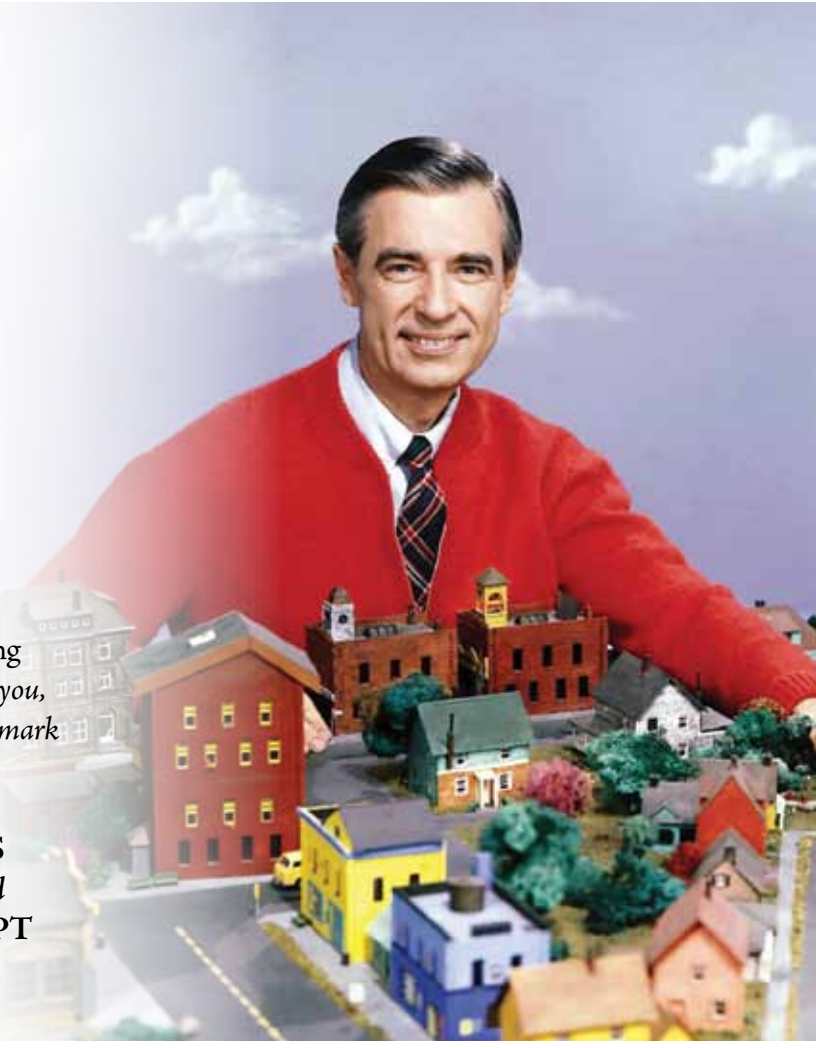
With greatest appreciation,



Jenny Trust
MPT Director of Membership
and MPT Sustaining Member

P.S. I hope you'll consider a contribution of <\$Z>, <\$Y>, or <\$X> to MPT today. It's easy to give; just return the form below or donate online at www.mpt.org/give.




P.P.S. It's the values you keep at heart that will provide for another generation of PBS kids. Thank you again for your generosity.



"We live in a world in which we need to share responsibility. It's easy to say, 'It's not my child, not my community, not my world, not my problem.' Then there are those who see the need and respond. I consider those people my heroes."

**- Fred Rogers,
Mister Rogers' Neighborhood**

Three additional ways to support MPT

-  **Volunteer** — We'd love to have you join us at the station! To learn more, visit mpt.org/support/volunteer, call **(410) 581-4035** or email volunteer@mpt.org today!
-  **Matching Gifts** — Your employer may match your gift, doubling your impact! Visit mpt.org/support/matching or contact your HR office for more information.
-  **Planned Gifts** — Did you know you can include MPT in your will? Visit mptlegacy.org to learn more about this special way to give.

*Thank you for your support of Maryland Public Television!
Your contribution is tax-deductible to the fullest extent of the law.*



MARYLAND
PUBLIC
TELEVISION

11767 Owings Mills Blvd.
Owings Mills, MD 21117
www.mpt.org