



March 10, 2014

Dear WEFT listener:

It seems that life is never easy in Community Radio, but despite the challenges, we know that the existence of WEFT in east central Illinois is a critical part of giving voice to those who would not otherwise have one in today's homogenized corporate media. This year WEFT needs your support more than ever! WEFT's funding from the Corporation for Public Broadcasting has come to an end. As a result, the financial support of our listeners and underwriters is key. Our Spring Pledge Drive goal is \$25,000. In addition, we are seeking out other grants and beefing up awareness of WEFT to attract new listeners. But your support, and that of other individual donors is critical.

Here's how you can help.

Please complete the attached form and return via mail with your check, credit card or ACH (installment) information in the enclosed envelope, OR go to our website at weft.org and make your pledge online.

In addition, we are asking you to share your thoughts and ideas regarding WEFT in a short survey included in this mailing. Please return the survey even if you are not able to donate at this time. Your feedback is important to us.

As usual, we will have yet another unique T-shirt for you to add to your collection – this one celebrates WEFT's 33¹/₃ years on air, designed by WEFT's resident artist, Ed Hadley. We will also have caps and tote bags as thank you gifts. For our most generous contributors, we have a special edition denim shirt with an embroidered WEFT Logo. You would look stylish in one!

Giving levels for the drive are:

- **Membership Level: \$40.00** for a basic annual membership (which entitles you to participate in WEFT airshifter training, and vote in member elections).
- **Friend Level: \$65.00** qualifies you to receive a WEFT T-shirt, tote bag, or cap, and WEFT membership.
- **Frequency Level:** The suggested level of **\$90.10** qualifies you to receive 2 thank you gifts, and WEFT membership.
- **Signal Level: \$120.00** or more qualifies you to receive 3 thank you gifts, and WEFT membership.
- **Power Supply Level:** Contribute **\$150.00**, and you will receive a special edition long-sleeved denim cotton shirt with an embroidered WEFT logo, and WEFT membership.

Your contribution to WEFT is tax deductible, so please, show your support and give generously!

Vicki Niswander
Chair, WEFT Board of Directors



Pledge Drive Donation Form

Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Amount of Donation (Circle one) \$40.00 \$65.00 \$90.10 \$120.00 \$150.00 Other

If other, please state the amount _____

How will you pay for your donation? (Circle one)

Personal check

credit card

monthly deduction from your account

Credit Card Number

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Name on card _____ Expiration date _____

Signature _____

Payment may also be made via designated contributions through Community Shares, or in installments. For more information, contact the station manager at 217-359-9338, or at stationmanager@weft.org.

Which thank you gift(s) would you like? Please be sure to enter the number of gifts appropriate for your level of giving.

____ T-shirt (s) ____ S ____ M ____ L ____ XL ____ 2XL ____ 3XL ____ 4XL

____ Cap(s) ____ Tote Bag(s)

____ Special Edition Embroidered denim shirt(s) \$150 donation or more)

____ S ____ M ____ L ____ XL ____ 2XL ____ 3XL

Please return this form with your donation and/or completed survey in the enclosed envelope.

Thanks for your support of WEFT!