

**PUBLIC MEDIA
GIVINGDAYS**

MAY 1-2
2024

We are thrilled to have your station participation for the second-annual Public Media Giving Days. To assist in your efforts, we are providing you with an outline of the assets and timeline included for #PMGD2024 promotion.

Event Name: Public Media Giving Days

Grammar Note: "Public Media Giving Days" is a singular event. Correct usage is as follows:



Public Media Giving Days is going to be awesome!



Public Media Giving Days are going to be awesome!

Dates: May 1-2, 2024

Station Website: <https://www.publicmediagivingdays.org/>

Donor Website: <https://www.publicmediagivingdays.com/>

Official Hashtags: #PublicMediaGives #PublicMediaGivingDays #PMGD2024

Logos:



Colors



Asset Overview

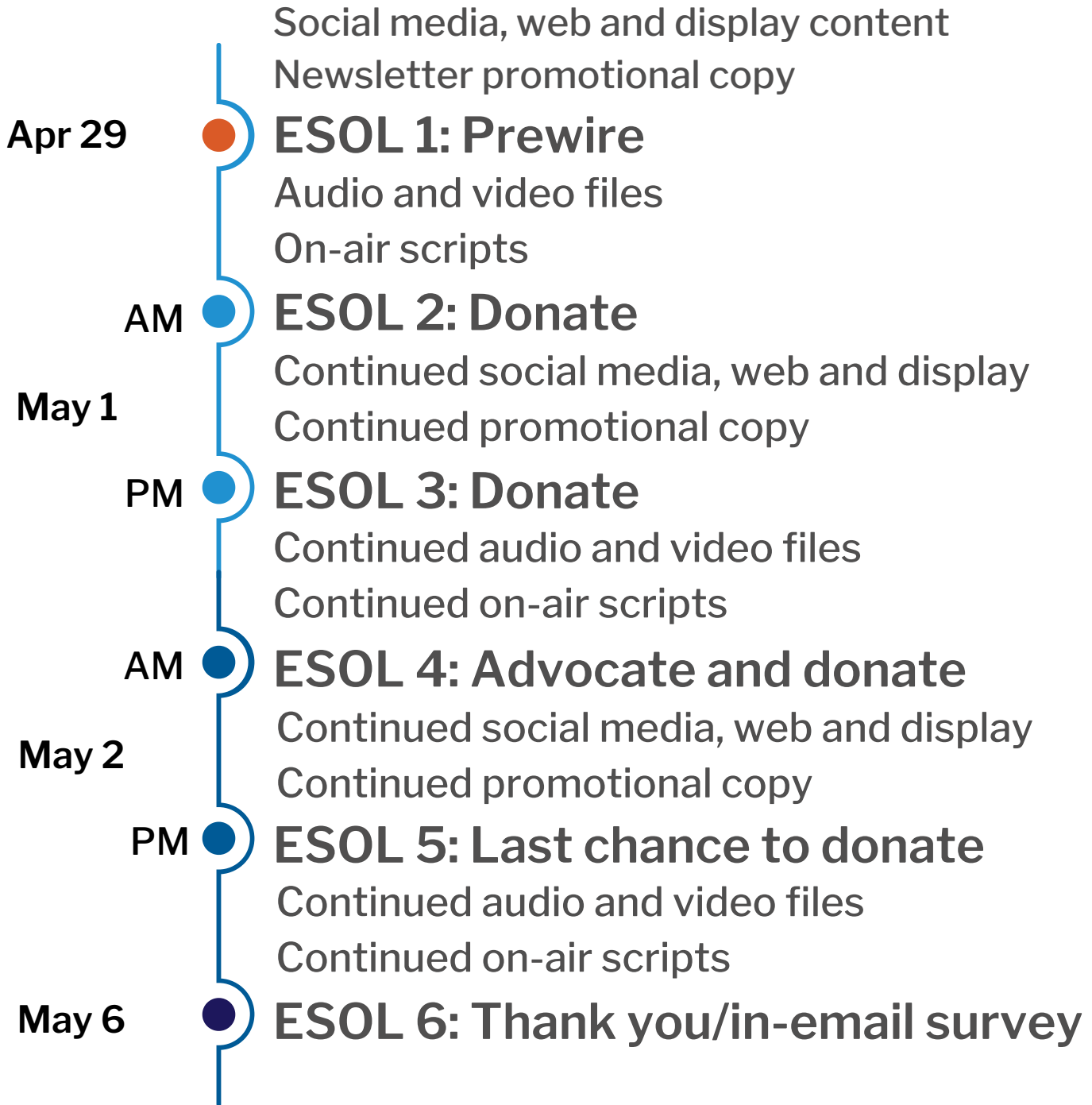
Digital assets to be provided including emails to send directly to public media fans, newsletter copy, and items you can share with donors to advocate and support the celebration.

- 2 PMGD logos (CMYK/RGB/one-color/all-color)
- 6 e-solicitation fundraising emails (ESOL) copy and creative
- Donation page content
- Social media content
- Web and display content
- Newsletter promotional copy
- On-air scripts
- Audio files
- Video files
- Mail files
- ... and more!



Recommended Content Timeline

Below displays the suggested timeline for publishing main promotional assets.



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On behalf of all of us at CDP, Greater Public, NPR and PBS,

Thank you for participating in Public Media Giving Days 2024.

Your support and commitment has
made a profound impact on the
success of the public media ecosystem.

We look forward to continue working
together to make a meaningful impact.

