

## **NPR 50th Anniversary Campaign**

**May 3rd - 10th**

*Campaign channels include web ads, on-air spots, live anchor reads and paid social every day. Email and Hustle text campaigns are also planned according to the below schedule.*

### **Monday, May 3rd**

**Email(s):** [It's NPR's 50th Anniversary—and we've got the shirt to prove it!](#) | [Celebrate 50 Years of NPR with a little upgrade](#) (8a, plus send-time optimization test)

### **Tuesday, May 4th:**

Hustle text campaign to OT donors

### **Wednesday, May 5th:**

**Beginning at noon:** The Weinberg/Newton Gallery has challenged us to double our goal — 1,000 total new or upgrading monthly donors will unlock \$10,000.

**Email(s):** [500 more monthly donors will unlock \\$10,000](#) (noon, plus send-time optimization test)

### **Thursday, May 6th:**

Hustle text campaign for sustainer upgrade. [Follow Up Email](#).

### **Friday, May 7th:**

### **Saturday, May 8th:**

**Email(s):** [Power the programs you love with your monthly WBEZ donation!](#) (9:30a, plus send-time optimization test)

### **Sunday, May 9th:**

### **Monday, May 10th:**

**Email(s):** [<Name>, Just 241 monthly members to go to unlock \\$10,000!](#) | [Unlock \\$10,000 for WBEZ when you upgrade your membership today!](#) (10a)