

NPR50 Text Campaign Segmentation:

4 categories:

- HiFi members over 6 months
- HiFi members under 6 months
- One-time/Annual donors asked to switch to HiFi
- Folks who have unsubscribed from our emails

Scripts:

HiFi Upgrade Request:

Hey Juliana, this is Yoli w/WBEZ. Did you see the email about our NPR's 50th anniversary campaign and the exclusive t-shirt offer? Could you upgrade by \$5/mo donation to help sustain NPR for another 50 years?

OT HiFi Switch Request:

Hey Valentina, this is Yoli w/WBEZ. Did you see the email about our NPR's 50th anniversary campaign and the exclusive t-shirt offer? Could you switch to a \$10/mo donation to help sustain NPR for another 50 years?