

Sample Copy to Propose EFT



Dear [DONOR],

Sustaining members like you are the champions of listener supported [FORMAT] on [STATION]. Your ongoing monthly contributions make it possible for us to bring you the very best programs that you love and rely on like [PROGRAM 1], [PROGRAM 2] and [PROGRAM 3]

We simply cannot do it without your help.

And that's why I'm writing today. As credit cards expire and are replaced, [STATION] is constantly challenged to make sure that we are able to keep your information up to date and our finances on track. *Even with our best efforts, [STATION] loses thousands of dollars each year because of missed credit card payments we know donors had every intention of making.*

There is a better way, and you can help by switching your monthly gift to Electronic Funds Transfer (EFT). By making this easy switch of donating directly from your bank account it eliminates the challenges of credit card updates. It also saves [STATION] significant processing and administrative fees.

You can help your sustaining gift secure even more great programming you love on [STATION] by making the switch to Electronic Funds Transfer today.

And as a special thank-you for making the switch today, **[insert incentive here]**

It's just another way we want to say thank you for all you do for [STATION] as a sustaining member.

Again, thanks for taking this extra step to keep the [FORMAT] you rely on a vital part of our community.

Best wishes,

[NAME]

TITLE

P.S. Help [STATION] strengthen it's revenue resources and put more dollars into the [FORMAT] by switching your sustaining membership for credit card to EFT. It's easy and we thank you so much for being a champion of [STATION]!