

## Calendar

KEY:

Email Social media post RoundUp Topper DevPgh mention Selves mention

### NOVEMBER

| Sunday                       | Monday                        | Tuesday                                                                                                       | Wed                    | Thursday                                      | Friday                           | Saturday                                                        |
|------------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------|------------------------|-----------------------------------------------|----------------------------------|-----------------------------------------------------------------|
|                              |                               | 1<br>EMAIL<br>1A&1B:<br>Announcement<br><br>RU topper:<br>announcement<br><br>SOC:<br>announcement<br>IG post | 2                      | 3<br>RU topper:<br>mem quote                  | 4                                | 5<br>RU topper:<br>NM<br>language<br><br>SOC:<br>NM<br>language |
| 6<br>EMAIL 2:<br>inflation   | 7<br>SOC:<br>progress<br>bar  | 8<br>ELECTION DAY<br><br>RU topper:<br>progress<br>bar<br><br>SOC: mem<br>quote                               | 9<br>DevPgh<br>mention | 10<br>RU topper:<br>mem quote                 | 11<br>Selves<br>mention          | 12<br>RU topper:<br>NM<br>language<br><br>SOC: NM<br>language   |
| 13                           | 14<br>SOC:<br>progress<br>bar | 15<br>RU topper:<br>progress<br>bar<br><br>SOC: mem<br>quote                                                  | 16                     | 17<br>RU topper:<br>mem quote                 | 18<br>EMAIL 3:<br>new<br>signups | 19<br>RU topper:<br>NM<br>language<br><br>SOC: NM<br>language   |
| 20<br>EMAIL 4:<br>guest spot | 21                            | 22<br>RU topper:<br>progress                                                                                  | 23                     | 24<br>THANKSGIVING<br>RU topper:<br>thankful? | 25<br>BLACK FRIDAY               | 26<br>RU topper:<br>NM                                          |

|    |                                                    |                                                                                                                   |                                                     |  |  |                              |
|----|----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|--|--|------------------------------|
|    | SOC: progress bar                                  | bar<br>SOC: mem quote                                                                                             |                                                     |  |  | language<br>SOC: NM language |
| 27 | 28<br>EMAIL 5: Reminder offer<br>SOC: progress bar | 29<br>GIVING TUESDAY<br>EMAIL 6: Giving Tuesday<br>RU topper: Giving Tuesday<br>SOC: 3 posts + IG story (& post?) | 30<br>Mention in DevPgh<br>SOC: Missed Giving Tues? |  |  |                              |

## DECEMBER

| Sunday                                                | Monday                                          | Tuesday                                         | Wed | Thursday                   | Friday                       | Saturday                                         |
|-------------------------------------------------------|-------------------------------------------------|-------------------------------------------------|-----|----------------------------|------------------------------|--------------------------------------------------|
|                                                       |                                                 |                                                 |     | 1<br>RU topper: mem quote  | 2                            | 3<br>RU topper: NM language<br>SOC: NM language  |
| 4<br>EMAIL 7: Here's where we stand<br>SOC: mem quote | 5<br>SOC: progress bar                          | 6<br>RU topper: progress bar<br>SOC: mem quote  | 7   | 8<br>RU topper: mem quote  | 9<br>EMAIL 8: Mem newsletter | 10<br>RU topper: NM language<br>SOC: NM language |
| 11<br>EMAIL 9: Lapsed donors                          | 12<br>EMAIL 10: Guest spot<br>SOC: progress bar | 13<br>RU topper: progress bar<br>SOC: mem quote | 14  | 15<br>RU topper: mem quote | 16                           | 17<br>RU topper: NM language<br>SOC: NM language |

|                            |                                            |                                                                           |                                         |                                                                       |                                                                                        |                                                                                                   |
|----------------------------|--------------------------------------------|---------------------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
|                            |                                            |                                                                           |                                         |                                                                       |                                                                                        |                                                                                                   |
| 18<br>EMAIL 11:<br>Best of | 19<br>SOC:<br>progress<br>bar              | 20<br>RU topper:<br>progress<br>bar<br><br>SOC: mem<br>quote              | 21                                      | 22<br>RU topper:<br>mem quote                                         | 23                                                                                     | 24<br>RU topper:<br>NM<br>language                                                                |
| 25                         | 26<br>STAFF OFF<br>SOC:<br>progress<br>bar | 27<br>STAFF OFF<br>RU topper:<br>progress<br>bar<br><br>SOC: mem<br>quote | 28<br>STAFF OFF<br>Mention in<br>DevPgh | 29<br>STAFF OFF<br>RU topper:<br>mem quote<br><br>SOC: 2<br>days left | 30<br>STAFF OFF<br>Selves<br>mention<br><br>SOC: 1<br>days left<br>IG story<br>IG post | 31*<br>EMAIL 12:<br>Last<br>chance<br><br>RU topper:<br>last<br>chance<br><br>SOC: last<br>chance |

\* Roundup NL topper in first week of January - Thank you, here's how we did, gifts are still welcome)

## Email task schedule

Emails authored as noted. All emails staged by Alyia. All emails edited by Halle.

| Email topic & audience                                                                     | Author | Draft deadline | Editing deadline | Staging deadline | Publication |
|--------------------------------------------------------------------------------------------|--------|----------------|------------------|------------------|-------------|
| Email 1a (members)/1b (nonmembers): Announcement from Halle. INCL Roundup, DevPgh & Selves | Alyia  | Fri Oct 21     | Friday Oct 28    | Mon Oct 31       | Tues Nov 1  |
| Email 2: Inflation quick hit from info@ to Roundup nonmem.                                 | Alyia  | Fri Oct. 28    | Wed Nov 2        | Fri Nov 4        | Sun Nov 6   |

|                                                                                                                   |                                               |                       |                         |                                                                    |                    |
|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|-----------------------|-------------------------|--------------------------------------------------------------------|--------------------|
| EMAIL 3: New signups short hit (ppl who are past the welcome series)<br>- RoundUp, Selves, DevPgh<br>- from Alyia | Alyia                                         | Thurs Nov 10          | Tues Nov 15             | Thurs. Nov 17                                                      | Fri Nov 18         |
| <b>Email topic &amp; audience</b>                                                                                 | <b>Author</b>                                 | <b>Draft deadline</b> | <b>Editing deadline</b> | <b>Staging deadline</b>                                            | <b>Publication</b> |
| EMAIL 4: guest spot (Emma) - Roundup nonmem                                                                       | Emma                                          | Tues Nov 8            | Tues Nov 15             | Fri. Nov 18                                                        | Sun Nov 20         |
| EMAIL 5: Giving Tuesday preview (no ask - offer to get reminder) - to full RoundUp list from Alyia                | Alyia                                         | Fri. Nov 18           | Tues. Nov 22            | Wed. Nov 23                                                        | Mon. Nov 28        |
| EMAIL 6: Giving Tuesday - RU, Selves, DevPgh nonmem (Alyia) in PM - progress so far/not too late.                 | Alyia                                         | Fri. Nov. 18          | Tues Nov. 22            | Mon. Nov 28 (will update with amount later on Tuesday before send) | Tues. Nov. 29      |
| Email 7: Here's where we stand (all nonmem) - from Eric                                                           | Eric                                          | Wed Nov 23            | Wed Nov 30              | Fri Dec 2                                                          | Sun Dec 4          |
| Email 8: Member newsletter                                                                                        | Alyia (news & notes/features) & Eric (column) | Thurs Dec 1           | Tues Dec 6              | Thurs Dec 8                                                        | Fri Dec 9          |
| Email 9: lapsed donors - dates TBD (from Alyia)                                                                   | Alyia                                         | Wed Nov 23            | Wed Nov 30              | Fri Dec. 9                                                         | Sun Dec 11         |
| Email 10: guest                                                                                                   | Tylisa                                        | Mon Nov 28            | Wed Dec. 7              | Fri Dec. 9                                                         | Mon Dec 12         |

|                                     |               |                       |                         |                         |                    |
|-------------------------------------|---------------|-----------------------|-------------------------|-------------------------|--------------------|
| spot (TyLisa)                       |               |                       |                         |                         |                    |
| <b>Email topic &amp; audience</b>   | <b>Author</b> | <b>Draft deadline</b> | <b>Editing deadline</b> | <b>Staging deadline</b> | <b>Publication</b> |
| Email 11: Best of 2022 (from Halle) | Halle/Rich    | Mon Dec 12            | Wed. Dec 14             | Fri. Dec 16             | Sun Dec 18         |
| EMAIL 12: Last Chance (from Eric)   | Eric          | Fri Dec 16            | Wed Dec 21              | Fri Dec 23              | Sun Dec 31         |

## Brainstorming/approaches

- Jennie and Alyia will check in after Giving Tuesday about our approach when the match pool is exhausted, as well as what language we'll use regarding whether the goal is met in communications that are sent the last week of December when staff are off and we're not actively monitoring the campaign.
- Experiment: Phone bank for lapsed donors. Identify ~100 lapsed/unsubscribed people with past gifts of a certain amount or above, or lapsed donors we don't have email addresses for but do have phone numbers for, as they would not be getting email appeals. Jennie will run reports to identify them, and then Jennie and Eric will make calls from the PS office phones on Mon Nov 28 (day before Giving Tuesday), letting people know gifts are matched & directing them to give at "Publicsource.org/donate" for simplicity.
- Experiment: simplifying campaign communications. Every Monday social: progress bar with same language, we're x% of the way to our goal. Every Tuesday newsletter: progress bar with same language, we're x% of the way to our goal. Every Thursday newsletter: Member quote. "Gifts matched now - donate today." Join members like XYZ who power this journalism - make a matched gift today. Weekend newsletter/socials: pull from pre-existing Newsmatch language in their campaign toolkit. (Will need a version that does not reference matches for when match is off.)
- Experimenting with "Quick hit" emails - 3-4 short grafs & donate button.
- November theme for site banner/ads: Thankful for local news you can trust?
- December theme for site banner/ads: The need for in-depth local news is evergreen.

## Activities

- fundraising emails (gen audience + segmentation)
- Guest written appeals: TyLisa & Emma/other volunteers
- Roundup NL toppers
- Develop Pgh & Selves NL mentions

- Social posts
- Popup
- In-story text ad
- Homepage banner ad
- Lapsed donor calls
- Possible events during this timeframe with a fundraising component

Campaign images folder in Canva: <https://www.canva.com/folder/FAFQQg53P8w>

## Match pool solicitation templates

### **Email template (no future gifts scheduled):**

Hi <name>,

Thanks again for joining us at the garden party. It seems like that was one of the last really temperate days — it's hard to believe the year is already winding down!

As our end-of-year fundraising season approaches, I wanted to reach out with a powerful opportunity we're presenting to some of our supporters.

I wondered if you might be interested in pledging your 2023 support in the form of a match to inspire other readers. We typically have a year-end match pool where our donors pledge to match gifts that we receive in November and December. Matching is a very powerful tool and routinely results in our biggest fundraising response; our readers really love to give when their donation is matched!

If you'd like to discuss, I'd be happy to schedule a zoom/phone call or a coffee to tell you more, whatever is easiest for you. Or if you're already on board, just let me know what you'd like to give and I'll get things set up.

Again, our deepest thanks for all your support!

All the best,  
Alyia

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### **Email template: upcoming recurring gift**

Hi <name>,

I hope you're enjoying fall and doing well. It's hard to believe the year is already winding down! I wanted to reach out with a powerful opportunity we're presenting to some of our supporters as our end-of-year fundraising season approaches.

You've been kind enough to schedule an annual recurring gift to PublicSource, which we're deeply grateful for; your generosity has helped us produce so many impactful stories, from stories that serve as a catalyst for accountability from our leaders, to exclusive investigations, to public-service guides, to essays that elevate the joy, struggle, and resilience of people in our region. You are currently scheduled to make a \$250.00 donation on December 13.

I wondered if you might be interested in using this year's gift as a match to inspire other readers. We typically have a year-end match pool where some of our donors pledge to match gifts in November and December. Matching is a very powerful tool and routinely results in our biggest fundraising response; our readers really love to give when their donation is matched!

If you'd like to discuss, I'd be happy to schedule a zoom/phone call or a coffee to tell you more, whatever is easiest for you. Or if you're already on board, just let me know and I'll get things set up.

Again, our deepest thanks for your support!

All the best,  
Alyia

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**Email template: history of giving during end-of-year**

Hi <name>,

I hope you're enjoying fall and doing well. It's hard to believe the year is already winding down! I wanted to reach out with a powerful opportunity we're presenting to some of our supporters as our end-of-year fundraising season approaches.

You were kind enough to make a gift to PublicSource late last year, which we're deeply grateful for; your generosity has helped us produce so many impactful stories, from stories that serve as a catalyst for accountability from our leaders, to exclusive investigations, to public-service guides, to essays that elevate the joy, struggle, and resilience of people in our region.

I wondered if you might be interested in discussing renewing your gift this year in the form of a match to inspire other readers. We typically have a year-end match pool where some of our donors pledge to match gifts in November and December. Matching is a very powerful tool and routinely results in our biggest fundraising response; our readers really love to give when their donation is matched!

If you'd like to discuss, I'd be happy to schedule a zoom/phone call or a coffee to tell you more, whatever is easiest for you. Or if you're already on board, just let me know what you'd like to give and I'll get things set up.

Again, our deepest thanks for your support!

All the best,  
Alyia

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## Board & Staff activities/resources

### **Board match pool presentation:**

[https://docs.google.com/presentation/d/1RO79uvsUzYqF7tGMgr\\_4leoKnubvpcN8KhbfSD1VaM/edit#slide=id.gc6f73a04f\\_0\\_0](https://docs.google.com/presentation/d/1RO79uvsUzYqF7tGMgr_4leoKnubvpcN8KhbfSD1VaM/edit#slide=id.gc6f73a04f_0_0)

(This presentation was also adapted and presented to our staff, with the goal changed from encouraging match pool participation to helping them understand our fundraising goals and build team support for them.

### **Board match pool invite email language:**

Hi NAME,

I'd like to invite you to join me in a powerful, limited-time opportunity to help our region thrive.

I'm on the board of [PublicSource](#), a nonprofit newsroom providing top-quality, paywall-free local journalism for the Pittsburgh area. PublicSource inspires critical thinking and bold ideas through journalism rooted in facts, diverse voices and pursuit of transparency. PublicSource's stories help make Pittsburgh better in so many ways — from stories that serve as a catalyst for accountability from our leaders, to exclusive investigations, to public-service guides, to essays that elevate the joy, struggle, unmet needs, and resilience of people in our region. **<optional: I joined the board because \_\_\_\_\_ matters to me, and I feel like it matters to you as well.>**

PublicSource has a year-end match pool where donors pledge to match gifts that are received in November and December. Matching is a very powerful tool and routinely results in the biggest fundraising response of the year; readers really love to give when their donation is matched! These gifts will help PublicSource deliver many important stories in the year to come.

I'm signed up to contribute to the match pool, and I wondered if you'd be interested in joining me at whatever level feels comfortable for you. If so, here's a quick match pledge form you can fill out to let us know you're interested: <https://forms.gle/KP8twq1ZHutpasj99> or you can email Membership and Development Coordinator Alyia Paulding at [alyia@publicsource.org](mailto:alyia@publicsource.org)

I hope you'll consider joining me in this worthy effort.

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## **Staff email signature instructions**

Hello all!

As promised, here's language & directions you can use to change your email signature to let people know about our Newsmatch opportunity. Changing your email signature lets people know that right now is an especially good time to support us, without you needing to make a direct ask of anyone.

If you're up for it, you can use the language I provided below, or you can write your own; just be sure to mention the match and include the link.

Here's how:

1. Click the gear icon in the top right corner of Gmail, then click "see all settings."
2. Scroll down to the signature section. (way down!)
3. Click "create new," and name your new signature NewsMatch22.
4. Copy and paste the text below.

Until Dec. 31, gifts are matched and reader support goes twice as far! Making a donation helps keep our paywall-free, fact-based reporting available for Pittsburgh.

(note: if you want to display your title/contact info, you can insert it above this text)

5. Highlight the "Making a donation" text and click the link icon to insert the following link:  
[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QS7AAM](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QS7AAM)

6. Under "Signature defaults", choose "newsmatch22" for new emails. You can also choose it for reply/forwards if you like.

7. Scroll all the way to the bottom of the page and click "Save changes."

You're done! It should end up looking like my signature for this email.

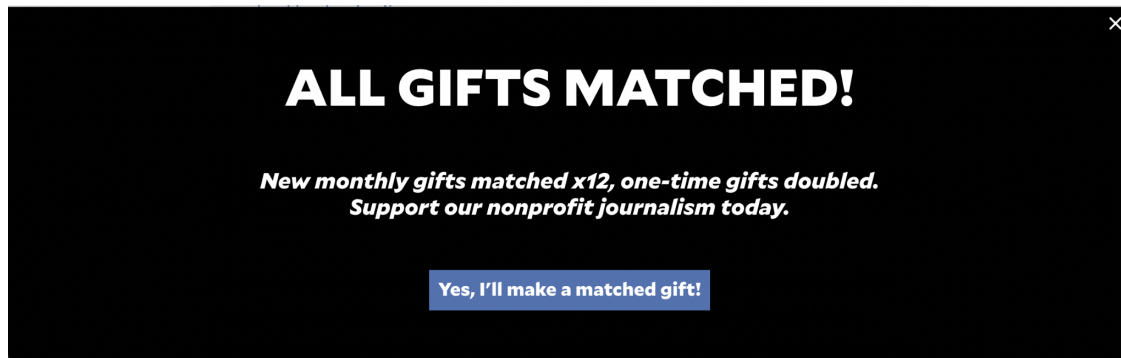
After Dec. 31, you can go back to your normal email signature by going into your settings as described above and selecting your "general" signature instead of your "NewsMatch22" one, then scrolling all the way down and clicking "save changes."

Thanks for your support — it's much appreciated!

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## Onsite appeals

### Popup:



Link:

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QOKAA2](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QOKAA2)

### In-story ad:



Image: <https://www.canva.com/design/DAFQRENU6Qg/L2gc0SxlbYWGQW1j4ZHsOw/edit>

Link:

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QOPAA2](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QOPAA2)

### Homepage banner:

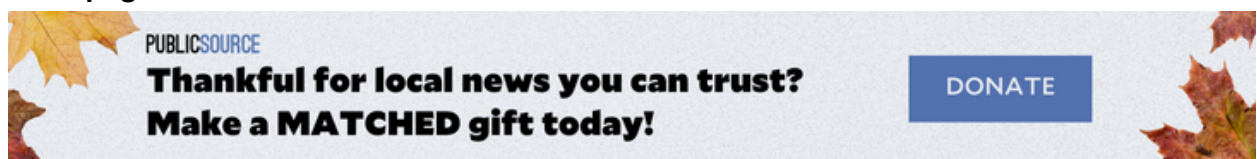


Image:

[https://www.canva.com/design/DAFQJHJqHko/EQJu7Vq0i7nJpYubR6G9vg/edit?utm\\_content=DAFQJHJqHko&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFQJHJqHko/EQJu7Vq0i7nJpYubR6G9vg/edit?utm_content=DAFQJHJqHko&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

Link:

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QOUAA2](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QOUAA2)

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## Appeal emails

### **Email 1a**

*From:* Halle Stockton, info@publicsource.org

*To:* members list (RoundUp, Selves, DevPgh)

*Subject:* MATCHED GIFTS gifts start today!

*Preview:* Help us unlock \$50,000 in matching funds.

*Send Date:* Tues Nov. 1, 7 am

<thermometer image>

Dear [First Name or Reader],

As a PublicSource member, you already know that we prioritize truth over profits. Our reporters work tirelessly to produce public-service journalism that you can trust because you deserve to have a go-to source for the news that matters most to you. This is essential work, especially these days, and it wouldn't be possible without the support of members like you.

That's why we're excited to share that we have an opportunity to make your donation go even further this year through NewsMatch, a collaborative fundraising movement to support independent journalism like ours.

Here's how it works.

Starting now through Dec. 31, the Wyncote Foundation. Loud Hound Foundation and our generous local match pool supporters will match your new monthly donation 12 times or double your one-time gift, all up to \$1,000. With your support, we can earn up to \$50,000!

We're so grateful to have you as a PublicSource supporter. If you're able to go above and beyond with an additional gift, you'll get our campaign off to a strong start and set our newsroom up for a great 2023. If you believe in the work we're doing, will you give today to double the impact of your donation?

DONATE BUTTON: <[Yes, I support PublicSource!](#)>

With gratitude,

<Halle's pic>

Halle Stockton

Editor in Chief

PublicSource

P.S. Please help us spread the word about this opportunity! Do you have friends and colleagues who share your commitment to supporting journalism like ours? Forward this email to them (and thank you in advance!).

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**Email 1b**

*From:* Halle Stockton, info@publicsource.org

*To:* NONmembers list (RoundUp, Selves, DevPgh)

*Subject:* MATCHED GIFTS gifts start today!

*Preview:* Help us unlock \$50,000 in matching funds.

*Send Date:* Tues Nov. 1, 7 am

<thermometer image>

Dear [First Name or Reader],

As a PublicSource reader, you already know that we prioritize truth over profits. Our reporters work tirelessly to produce public-service journalism that you can trust because you deserve to have a go-to source for the news that matters most to you. This is essential work, especially these days, and it wouldn't be possible without the support of community members like you.

That's why we're excited to share that we have an opportunity to raise up to \$50,000 through NewsMatch, a collaborative fundraising movement to support independent journalism like ours.

Here's how it works.

Starting now through Dec. 31, the Wyncote Foundation, Loud Hound Foundation and our generous local match pool supporters will match your new monthly donation 12 times or double your one-time gift, all up to \$1,000.

Your support will help keep us going strong. If you believe in the work we're doing, will you give today to double the impact of your donation?

DONATE BUTTON: <[Yes, I support PublicSource!](#)>

With gratitude,

<Halle's pic>

Halle Stockton

Editor in Chief

PublicSource

P.S. Please help us spread the word about this opportunity! Do you have friends and colleagues who share your commitment to supporting journalism like ours? Forward this email to them (and thank you in advance!).

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**Email 2**

*From:* info@publicsource.org

*To:* Roundup (member is not true, do not solicit is not true)

*Subject:* A rare chance to beat inflation

*Preview:* Gifts matched now!

*Send Date:* Sun Nov. 6

<PublicSource logo>

Dear reader,

**First, the bad news:** You probably don't need us to tell you that costs are rising. Increasing prices are everywhere, from the grocery store to insurance premiums, and nonprofits like us are feeling the crunch, too. For example, the service we use to email readers has risen \$40/month, and the content management system we use to publish our stories is up \$200/month.

**Now, here's the good news:** For a limited time, your gift to support PublicSource can go up to 12x as far. Until Dec. 31, **one-time gifts are matched, and new monthly donations are matched 12x, all up to a maximum of \$1,000**. It's a great opportunity to have your charitable giving make even more of an impact.

Amid rising costs, we know that not everyone will be able to financially support our local newsroom's work. We've even heard from some readers that while they value our work, they have to reduce or forgo their gifts this year. **If you are in a position to help sustain the independent news you get from PublicSource and keep it available for everyone in our region, it's an especially meaningful time to do so.**

Will you [make a MATCHED gift](#) today?

<Button: [Yes, make my support go further!](#)>

With our thanks,

The PublicSource Team

<PublicSource staff photo>

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### **Email 3 - newish subscribers**

*From:* Alyia Paulding, info@publicsource.org

*To:* RoundUp, Selves, DevPgh who subscribed between 45 and 180 days ago ( -members, -do not solicit)

*Subject:* If we've earned your trust, can you support us?

*Preview:* Ready to take the next step?

*Send Date:* Fri. Nov 18, 9 am

<PublicSource logo>

Dear <name>,

Hi there! My name is Alyia, and I'm writing on behalf of PublicSource. **We're so glad that you decided to subscribe to our emails, and I hope you've been finding our stories informative.** Our team works hard to deliver high-quality local journalism that represents the breadth and depth of our community and the issues residents care about.

**We hear from a lot of subscribers about how excited they are to have found a local news source that doesn't use paywalls and isn't beholden to wealthy owners.** And that's worth getting excited about — in many other places similar to Pittsburgh, reliable, fact-checked information isn't available, or is only made available to those who can afford to pay for access.

**A lot of our new subscribers don't realize that we're a nonprofit organization that relies on community support to keep producing this work.** Donations power everything we do, from each story you see in our newsletter, to our [podcast](#), [community events calendar](#), [first-person essays and community storytelling](#), [public-service guides](#) and our [email course on Pittsburgh's hows and whys](#). We're proud and honored to help serve our region's information needs — but we can't do it alone.

If you've found value in what you've seen from PublicSource so far, now is an amazing time to help sustain our work. **Right now, new monthly donations are matched 12x and one-time gifts are doubled**, all up to a maximum of \$1,000. We've set a goal of raising \$50,000 before Dec. 31 to help keep this service available for everyone in our region. *You're not currently a PublicSource member.\** [Can you make a gift of support today?](#)

<Button: [Match my gift today!](#)>

With gratitude,

Alyia Paulding

<Alyia's pic>

Membership & Development Manager

PublicSource

\*Are you already a member and feel you're getting this appeal in error? Please reply to this email to let us know and we'll correct our records.

<fundraising opt-out>

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#### **Email 4: Emma**

 **November appeal: Emma**

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#### **Email 5: Giving Tuesday preview**

*From:* Alyia Paulding, info@publicsource.org

*To:* Roundup, Selves, DevPgh (member is not true, do not solicit is not true)

*Subject:* What will Pittsburgh need to know next year?

*Preview:* Preserving tomorrow's journalism today.

*Send Date:* Monday, Nov. 28, 9 am



**Tomorrow, the power to preserve Pittsburgh's information access  
will be in your hands.**

<Button: Click here to get a reminder to support PublicSource in Give Big Pittsburgh tomorrow!>

Dear <name,>

**Tomorrow's a big day for Pittsburgh.** Each year, on Giving Tuesday, people in our region show up for the causes they care about and the organizations that serve our communities. We're excited to participate in the annual [Give Big Pittsburgh](#) event, and we're hoping you'll consider supporting PublicSource's work with a gift.

Why give? **Simply put, when your neighbors have questions, they rely on PublicSource as a reliable source of in-depth local information.** Here are some questions that our stories have explored so far this year:

- [Why are my neighbors paying such a different amount for property taxes?](#)
- [Why does my neighborhood have so many old churches and synagogues?](#)
- [Should Pittsburgh's tax-exempt universities make payments to the city?](#)
- [What resources are available for college students who have experienced sexual assault?](#)
- [How can pathways be made for people with autism to find fulfilling work?](#)
- [What led four Pittsburgh women to write a book about how to say no at work?](#)

And if you need another reason to support us tomorrow, **all donations will be DOUBLED** up to \$1,000! This is a limited-time chance to have your support go even further.

**Pittsburghers routinely tell us we produce reporting they want and need, but it takes reader support to keep producing it.** We hope you'll make a gift tomorrow and help sustain paywall-free, fact-checked local journalism for your neighbors. **If you agree that this opportunity is too important to miss, just click the button below, and we'll make sure you get a reminder.**

<Button: Remind me to make a gift to PublicSource tomorrow!>

With gratitude,

Alyia Paulding

<Alyia's pic>

Membership & Development Manager

PublicSource

<fundraising opt-out>

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### **Email 12: last chance!**

*From:*

*To:*

*Subject:*

*Preview:*

*Send Date:*

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## Newsletter toppers

RoundUp link:

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QO1AAM](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QO1AAM)

Selves link:

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QO5AAM](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QO5AAM)

DevPgh link:

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QOAAA2](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QOAAA2)

*Date:* 11/1

*Newsletter:* RoundUp

*Text/Link:*

Right now is an incredible time to support the stories you value! Until Dec. 31, through the kindness of the Wyncote Foundation, Loud Hound Foundation, and generous PublicSource supporters, **one-time gifts are doubled and new monthly gifts are matched x12**, up to a maximum of \$1,000. Don't miss your chance to have your donation go even further — step up to sustain your nonprofit local newsroom and [give today!](#)

*Date:* 11/3

*Newsletter:* RoundUp

*Text/Link:*

Did you hear the news? **One-time gifts are now doubled and new monthly gifts are matched x12**, up to a maximum of \$1,000. [Donate now](#) to maximize the impact of your support!

*Date:* 11/5

*Newsletter:* RoundUp

*Text/Link:*



Right now, your new monthly donation is matched 12x (or your one-time gift is doubled), up to \$1,000. Help us continue to be the go-to source for the news you need — please [give today!](#)

Date:11/8  
Newsletter: RoundUp  
Text/Link:

We're now 5% of the way to our goal! If you appreciate PublicSource's in-depth coverage of local elections and issues, this is a powerful time to pay it forward by [making a new recurring gift \(MATCHED x12\) or a DOUBLED one-time gift.](#)

Date:11/10  
Newsletter: RoundUp



Text/Link:  
Appreciate the coverage of local elections, policy matters, and urgent issues that you get from PublicSource? Keep it available for others in our region by [making a new recurring gift \(MATCHED x12\) or a DOUBLED one-time gift today.](#)

Date:11/8  
Newsletter: RoundUp  
Text/Link:

Community funded,  
community driven:  
*that's the nonprofit  
news difference.*

MAKE A DONATION TODAY

PUBLIC  
SOURCE  
**News  
Match**

Since 2011, we've been committed to producing reporting that matters for people in our region—but we can't do it without you. Will you [support us today](#) and boost the impact of your donation? One time gifts are doubled, new monthly gifts are matched x12!

Date: 11/15

Newsletter: RoundUp

Text/Link:

## ALL GIFTS MATCHED!

Help us raise **\$50,000** by **Dec. 31!**

We're 7% of the way to our goal!

Support important Pittsburgh stories you won't read anywhere else.

DONATE

PS

We're now 7% of the way to our goal! **Don't let this coverage falter - protect information access for our region** by [making a new recurring gift \(MATCHED x12\) or a DOUBLED one-time gift.](#)

Date: 11/17

Newsletter: RoundUp

Text/Link:

# ALL GIFTS MATCHED!

*“PublicSource is putting out the most deeply researched and relevant local and regional news.”*

—PublicSource member Simone

DONATE

PS

Over 1,100 readers help make our reporting possible. Join them in sustaining information access for our region with a [new recurring gift \(MATCHED x12\)](#) or a [DOUBLED one-time gift](#) today.

Date: 11/19

Newsletter: RoundUp

Text/Link:

News for people,  
*not for profit.*

Support our community-funded newsroom.

DONATE NOW

PUBLIC  
SOURCE  
.ORG

News  
Match

We don't answer to shareholders or a wealthy owner; our goal is to serve you, the people of the Pittsburgh region. If you value independent journalism that's not afraid to ask questions and seek answers, [support PublicSource with a MATCHED gift today.](#)

Date: 11/22

Newsletter: RoundUp

Text/Link:

<image: will update thermometer with current progress>

THE CLOCK IS TICKING: We're now X% of the way to our \$50,000 goal, and we're nearly halfway through our campaign. Right now your gift of support will be DOUBLED, or your new recurring gift will be matched 12x — but this opportunity won't last forever. Don't wait: [give today.](#)

Date: 11/26

Newsletter: RoundUp

Text/Link:



**Ready to lend a  
helping hand?**

---

**Join us for Give Big  
Pittsburgh on Tuesday,  
Nov. 29!**

We're counting down the days to Give Big Pittsburgh this coming Tuesday. This exciting event brings residents together to support great local causes, like PublicSource's impactful journalism. Want to make sure you make your **FULLY MATCHED** gift of support next week? Just [click here](#) and click the "add to gift basket" icon next to our logo, and we'll be on your list when the event goes live!

Date: 11/29

Newsletter: RoundUp

Text/Link:



**TODAY'S  
THE DAY!**

---

**GIVE BEFORE  
MIDNIGHT**

HAPPENING NOW! Give Big Pittsburgh is live, and people in our region are standing up for the causes that matter to them. Because you understand the value of in-depth local journalism to inform, improve and empower our community, please make a **MATCHED** gift of support to PublicSource by [clicking here before midnight tonight](#). Then, spread the word to others!

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## Social posts

General social link:

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QO0AAM](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QO0AAM)

Insta story link:

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QOFAA2](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QOFAA2)

### **11/1 Insta post text:**

As a PublicSource reader, you already know that we prioritize truth over profits. Our reporters work tirelessly to produce public-service journalism that you can trust because you deserve to have a go-to source for the news that matters most to you. This is essential work, especially these days, and it wouldn't be possible without the support of community members like you.

That's why we're excited to share that we have an opportunity to raise up to \$50,000 through NewsMatch, a collaborative fundraising movement to support independent journalism like ours.

Starting now through Dec. 31, the Wyncote Foundation, Loud Hound Foundation, and our generous local match pool supporters will MATCH your new monthly donation 12 times or double your one-time gift, all up to \$1,000!

Your support will help keep us going strong. If you believe in the work we're doing, will you give today to double the impact of your donation? Click the link in our bio to make your gift today.

*Date: 11/1/22*

*Platform/Time:*

*Text/Link*

BIG NEWS: Starting now through Dec. 31, our generous match pool supporters will MATCH your new monthly donation 12 times or double your one-time gift, all up to \$1,000!

Give today:

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QO0AAM](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QO0AAM)

*Date: 11/3*

*Platform/Time: Twitter/FB (optimized)*

*Text/Link:*



Did you hear the news? One-time gifts are now doubled and new monthly gifts are matched x12, up to a maximum of \$1,000. Donate now to maximize the impact of your support!

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QO0AAM](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QO0AAM)

Date: 11/5

Platform/Time: Twitter/FB (afternoon, optimized)

Text/Link:



Right now, your new monthly donation is matched 12x (or your one-time gift is doubled), up to \$1,000. Help us continue to be the go-to source for the news you need — please give today!

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QO0AAM](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QO0AAM)

Date: 11/7

Platform/Time: Twitter/FB (afternoon, optimized)

Text/Link:

## ALL GIFTS MATCHED!

Help us raise **\$50,000** by **Dec. 31!**

We're 4% of the way to our goal!

Support important Pittsburgh stories you won't read anywhere else.

DONATE

PS

We're now 4% of the way to our goal. If you've learned something from a PublicSource story this year, this is a powerful time to pay it forward with a new recurring gift (MATCHED x12) or a DOUBLED one-time gift. Give today:

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QO0AAM](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QO0AAM)

Date: 11/8

Platform/Time: Twitter/FB (morning, optimized)

Text/Link:

## ALL GIFTS MATCHED!

*I find your stories important because too many decisions are being made about our lives that the average community member knows nothing about.*

— PublicSource member Autumn

DONATE

PS

If you appreciate PublicSource's in-depth coverage of local elections and issues, this is a powerful time to pay it forward by making a new recurring gift (MATCHED x12) or a DOUBLED one-time gift. Give now:

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QO0AAM](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QO0AAM)

Date: 11/13

Platform/Time: Twitter/FB (afternoon, optimized)

Text:

Community funded,  
community driven:  
*that's the nonprofit  
news difference.*

MAKE A DONATION TODAY

PUBLIC  
SOURCE

News  
Match

Since 2011, we've been committed to producing reporting that matters for people in our region—but we can't do it without you. Will you support us today and boost the impact of your donation? One time gifts are doubled, new monthly gifts are matched x12!

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QO0AAM](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QO0AAM)

Date: 11/14

Platform/Time: Twitter/FB (morning, optimized)

Text:

## ALL GIFTS MATCHED!

Help us raise **\$50,000** by **Dec. 31!**

We're 6% of the way to our goal!

Support important Pittsburgh stories you won't read anywhere else.

DONATE

PS

We're now 6% of the way to our goal. We need your help to move the needle — can you support our nonprofit newsroom with a new recurring gift (MATCHED x12) or a DOUBLED one-time gift today?:

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QO0AAM](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QO0AAM)

Date: 11/15

Platform/Time: Twitter/FB (morning, optimized)

Text:

Over 1,100 people help make our reporting possible. Join them in sustaining information access for our region with a new recurring gift (MATCHED x12) or a DOUBLED one-time gift today.

[https://checkout.fundjournalism.org/memberform?org\\_id=publicsource&campaign=7015x0000013QO0AAM](https://checkout.fundjournalism.org/memberform?org_id=publicsource&campaign=7015x0000013QO0AAM)

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Member quotes to use in social posts/newsletter toppers:

- Independent information about local issues is critical. — Stefan
  - You do important investigative reporting that no other media is doing. — Jim
  - I want to know what is really going on in Pittsburgh's neighborhoods and City Hall. — Roy
  - I believe in the importance of strong local journalism to preserve democracy and improve lives. — Irene
  - I want to read about the news, concerns and experiences of my local community. — Rachel
  - ~~PublicSource is putting out the most deeply researched and relevant local and regional news. — Simone~~
  - ~~I find your stories important because too many decisions are being made about our lives that the average community member knows nothing about. — Autumn~~
  - ~~You shed light on real issues in Pittsburgh and how to fix them. — Talia~~
- 

## Campaign results

### Campaign Results Template

- Overview:
- Wins:
- Learnings:
- New approaches: successful (short hit, calling donors, match pool, story page masthead ad, monthly banner ads, etc.)
- New approaches: moderately successful
- New approaches: not as successful