

NewsMatch 2026 Direct-Mail and On-Air Copy

Direct-mail copy

Dear [First Name or Reader/Viewer/Listener],

What does it mean to be covered?

It means knowing that someone is paying attention, asking questions, checking facts, and holding people in power accountable. It means seeing your experience — and the experiences of your neighbors — reflected. It means discovering you're not the only one who cares about things like [topic], [topic], or [topic].

And it means more than simply knowing things are broken. **Good coverage can show us what's working, too — and point towards what's possible.**

That's what we strive to do every day at [Org Name]. We inform. We connect people to each other. We hold power to account. And we cover the stories that matter to [city/state/community/you].

[Org Name] relies on people like you to keep doing this work. That's why we're participating in **NewsMatch**, a nationwide campaign supporting nonprofit newsrooms like ours. And right now, your support can go even further.

Through December 31, [NewsMatch and/or NewsMatch partner funds and/or local funder] will match your new monthly donation to [Org Name] for 12 months, or double your one-time gift, up to \$1,000 per individual.

Your gift helps keep [city/state/community/issue] covered. And it helps make sure [Org Name] is here for you tomorrow, next year, and for years to come. I hope you'll make a gift today.

[Insert instructions on the ways in which people can contribute]

Thank you for believing that this work matters — and for helping to make it possible.

With gratitude,

[Name]

[Title, Org Name]

On-air copy

At [Org Name], we believe that trusted news is essential to a thriving community. And we rely on listener support to make it happen.

This year [like in years past] we have a remarkable opportunity to make every individual contribution up to \$1,000 go twice as far with NewsMatch. Can we count on you to help us reach our goal of \$XX,XXX?

Give at [website URL].

Thanks to listeners like you, we'll keep covering the stories that matter into 2027 and beyond. Thank you.