

Note: The same basic copy for TV letters can be used for radio unless you are mentioning specific titles and also remember to change any references such as “viewers” to “listeners.”



Dear Public Service Director,

Events of the past year have brought international issues to the forefront in American society. More and more, the public is considering America’s place on the global stage – and the desire to learn more and get involved is growing. CARE, a leading international humanitarian organization, has created opportunities such as CARE Corps and the CARE Action Network (CAN) to allow communities here at home to be part of our work around the world. These initiatives, coupled with the increased focus of U.S. citizens on international issues, make our latest PSA campaign the perfect match for your station.

The first PSA on the enclosed tape is an invitation to your viewers to join CARE Corps. CARE Corps is our educational travel program for people interested in experiencing new places and interacting with different cultures, while learning about the challenges faced by poor communities.

In fact, each PSA shows your audience how they can help build a better world through CARE. Year after year, CARE touches millions of lives in many of the world’s poorest communities. Through innovative programs in agriculture, health, education and business development, CARE is targeting the sources of poverty, not just the symptoms.

CARE is a proven leader among international humanitarian organizations, and we have been for the past 58 years. We have built our reputation on both our effectiveness and our efficiency. Your station can proudly support CARE’s PSA campaign with the knowledge that 91 percent of our expended revenue is dedicated to our poverty-fighting programs.

By airing our new PSAs, you’ll give your viewers the opportunity to offer a real cure to people who have been suffering for too long. This package includes a variety of messages in different lengths, so you can choose which PSAs are most suitable for your audience.

Thank you for generously supporting CARE and our vision of a better world.

Sincerely,

Mia A. Redd
Community Affairs Manager
CARE
404-979-9178
redd@care.org