

## Appendix

### Rebate Mailing

---

# Here is how you can get a 20% Rebate on your membership contribution to Minnesota Public Radio

---

## Get a rebate on your membership contribution

MPR is participating in a study examining contributions to nonprofit institutions. The study is being conducted by researchers at Saint Cloud State University and Virginia Polytechnic Institute and State University in Blacksburg, Virginia (Study Group). As part of this study, you will receive a 20% rebate\* of your contribution to MPR. (For every \$1 you contribute the researchers will rebate you \$0.20.)

Regardless of your donation choice, the Study Group would appreciate your completing an online, internet questionnaire developed by the researchers. To complete the survey, please go to [www.MPRsurvey.vt.edu](http://www.MPRsurvey.vt.edu)\*\* and enter the code number above your name on the contribution

form (see circle at right). If you do not have internet access, please call 800-228-7123 to receive a copy of the survey in the mail. Your responses to the survey will be held in the strictest confidence and your

<b>M0000000</b> DQ12345B MPR Friend 1234 Anywhere Street Hometown, MN 55555
--

anonymity will be protected. The researchers will not be provided any identifying information. For every completed survey, \$1 will be donated by the researchers to MPR (up to a maximum of \$1,000).

Philip Grossman  
Study Group Head

\* The study will refund contributions in the order in which they are received until an overall maximum of \$4,500 is reached.

\*\* At the completion of this project a description of the study and a brief summary of the results will be posted at this Internet address.

## Match Mailing

# Here is how you can increase your membership contribution to Minnesota Public Radio by 25%

### Have your membership contribution matched

MPR is participating in a study examining contributions to nonprofit institutions. The study is being conducted by researchers at Saint Cloud State University and Virginia Polytechnic Institute and State University in Blacksburg, Virginia (Study Group). As part of this study, your contribution to MPR will be matched at the rate of 25%\*. (For every \$1 you contribute the researchers will contribute an additional \$0.25.)

Regardless of your donation choice, the Study Group would appreciate your completing an online, internet questionnaire developed by the researchers. To complete the survey, please go to [www.MPRsurvey.vt.edu](http://www.MPRsurvey.vt.edu)\*\* and enter the code number above your name on the contribution

form (see circle at right) If you do not have internet access, please call 800-228-7123 to receive a copy of the survey in the mail. Your responses to the survey will be held in the strictest confidence and your anonymity will be protected. The researchers will not be provided any identifying information. For every completed survey, \$1 will be donated by the researchers to MPR (up to a maximum of \$1,000).

M0000000	DQ12345B
MPR Friend	
1234 Anywhere Street	
Hometown, MN 55555	

Philip Grossman  
Study Group Head

\* The study will match individual contributions in the order in which they are received until an overall maximum of \$7,500 is reached.  
\*\* At the completion of this project a description of the study and a brief summary of the results will be posted at this Internet address.

**Donor gift thresholds:**



**Member Benefits**

Benefits	Annual Membership			Contributors (Annual membership included)			
	\$84/YR	\$170/YR	\$380/YR	\$140/YR	\$360/YR	\$500/YR	\$1000/YR+
Early purchase opportunities for <i>A Prairie Home Companion</i> tickets at the Fitzgerald Theater in St. Paul, MN	■	■	■	■	■	■	■
Twelve issues of <i>Minnesota Monthly</i> with MPR's listening guide	■	■	■	■	■	■	■
MemberCard benefits with 2-for-1 and other discounts at restaurants, events and shops throughout the MPR listening region	■	■	■	□	■	■	□
Personal tour of MPR studios		■	■	■	■	■	■
Public Radio <i>MusicSource</i> ™ discount			□	■	□	■	■
<i>MPR</i> , a special newsletter for contributors				□	■	■	■
Personal on-air message(s)					1	2	3
Recognition in <i>NPR's</i> annual report to funders					■	■	■
Invitations to breakfasts with nationally-known public radio journalists						■	■
Invitations to recording sessions, house concerts and other unique events							■

Minnesota Public Radio invites all levels of support. Membership benefits, including advance purchase opportunities for *A Prairie Home Companion*™ tickets, are provided at the \$84 plus levels. All Friends of Minnesota Public Radio will receive an MPR Friends Card, current program schedule and have access to special one time 2-for-1 ticket offers as benefits.

**TAX INFORMATION**

CONTRIBUTIONS TO MPR are tax deductible to the extent that tangible personal benefits are not received in return. If you receive a premium as a thank-you for your contribution, MPR will tell you the value of that premium and whether its value is substantial enough that it must be deducted from your contribution. If you receive *Minnesota Monthly*™, you must deduct the fair market value of the magazine (\$14.95) from your contribution, plus the value of any other premium or tangible benefit you receive.

**EMPLOYER MATCHING GIFTS**

YOU MAY BE ELIGIBLE to have your contribution matched by your employer. Please check with your business or personnel office to see if your company has a matching gift program.