**Non-Preemptive** spots/announcements can be used if the station decides to keep pledge drive going but has reduced the number of hours of live (preemptive) pitching. Plug in during interstitial breaks to keep fundraising campaign ‘live.’ Stations experiencing reduced staffing or hosts reassigned to reporting are urged to record spots; otherwise live reads will help provide the ‘live & local’ feel to the coverage.

**Pledge Drive Scaled Down (Non-Preemptive spot/live read) #1 (:15)**

The (station) spring on-air fundraising campaign is happening now, but we’ve shifted resources to keep you better-informed. If you’re listening from home and have three minutes to spare, please support (station) with a contribution to keep the coverage coming. That’s (station)-dot-org. Thank you.

**Pledge Drive Scaled Down (Non-Preemptive spot/live read) #2 (:15)**

This is supposed to be the week (station) holds our spring on-air fundraiser. We’ve scaled it down to provide more frequent updates on the coronavirus. As you listen, please support (station)’s efforts to keep you better-informed with a contribution. That’s (station)-dot-org. Thank you.

**Pledge Drive Scaled Down (Non-Preemptive spot/live read) #3 (:15)**

(station) made the decision to reduce our on-air fundraising campaign to just a handful of hours each day to keep you better-informed about the coronavirus pandemic. Please help keep the coverage coming by making a contribution at (station)-dot-org. Thank you.

**Suspended Fundraiser** spots/announcements can be used interstitially as an awareness campaign to reinforce the need for support. Explain the shifting of resources to comprehensive coverage, but stress the need for support.

**Pledge Drive Suspended (spot/live read) :15 #1**

Because events surrounding the coronavirus pandemic continue to change by the hour, (station)’s annual spring fundraising campaign has been suspended. You can still support coverage from NPR and the (station) newsroom with a contribution. Three minutes at (station) dot-org. Thank you.

**Pledge Drive Suspended (spot/live read) :15 #2**

(station) is shifting our limited resources to full coverage of the COVID-19 pandemic. So, (station)’s annual spring fundraising campaign has been suspended. If you’re staying informed from home, please take three minutes to support this crucial coverage. That’s (station) dot-org. Thank you.

**Pledge Drive Suspended (spot/live read) :15 #3**

(station) is devoted to bringing you minute-by-minute coverage of the coronavirus and COVID-19 pandemic. As such, our annual spring fundraising campaign has been suspended. You can still support responsible coverage from NPR and the (station) newsroom with a contribution. Three minutes at (station) dot-org. Thank you.

**Pledge Drive Suspended (spot/live read) :15 #4**

Events surrounding the coronavirus pandemic change by the hour, so (station)’s annual spring fundraising campaign has been suspended. Look for an e-mail from us and please respond with a contribution to support responsible coverage. Or give at (station) dot-org. Thank you.

**Suspended Fundraiser-University Licensee** spots/announcements can be used interstitially as an awareness campaign to reinforce the need for support. Explain the closing of the university and reduction in staffing, shifting resources to comprehensive coverage, and stress the need for support.

**Pledge Drive Suspended-University Licensee (spot/live read) :15 #1**

With the closing of the university to encourage social distancing during the coronavirus outbreak, (station)’s annual spring fundraising campaign has been suspended. You can still support coverage from NPR and the (station) newsroom with a contribution. Visit (station) dot-org. Thank you.

**Pledge Drive Suspended-University Licensee (spot/live read) :15 #2**

(station) is a university licensee. With the university canceling classes and moving online, (station) is asked to reduce staffing. So, (station)’s annual spring fundraising campaign has been suspended. You can still support this crucial coverage. Visit (station) dot-org. Thank you.

**Pledge Drive Suspended-University Licensee (spot/live read) :15 #3**

As a university licensee, (station) is being asked to limit the number of staff members, but we’re devoted to bringing you minute-by-minute coverage of the coronavirus and COVID-19 pandemic. Our annual spring fundraising campaign has been suspended. You can still support the news in three minutes at (station) dot-org. Thank you.

**Pledge Drive Suspended-University Licensee (spot/live read) :15 #4**

The coronavirus pandemic has caused the university to cancel classes and request that staff stay home, so (station)’s annual spring fundraising campaign has been suspended. Look for an e-mail from us and please respond with a contribution to support responsible coverage. Or give at (station) dot-org. Thank you.