



## Give to the Max Day Public Service Announcement (PSA) Template

A great way to spread the word about your organization's involvement in Give to the Max Day is to distribute PSAs to local radio stations. Radio stations may air these during commercial breaks, providing an excellent avenue to build awareness and send reminders about Give to the Max Day. This document includes four template PSAs that can be shared with PSA and public service directors at the local radio stations in your community. Please update the highlighted areas to include your organization and community name.

### **:30 second spot (87 words)**

Minnesota's not just the land of 10,000 lakes – we're also home to more than 20,000 nonprofits, including many in the *(your community's name)* area, *(your organization's name)* being one of them. Last year, Minnesotans gave \$13 million to nonprofits on Give to the Max Day on GiveMN.org. This year, we want to raise more than ever! You can make a difference in the *(your community's name)* community through donations to *(your organization's name)* and other area nonprofits. Visit [www.GiveMN.org](http://www.GiveMN.org) on Nov. 15, Give to the Max Day.

### **:30 second spot (72 words)**

Minnesotans aren't just nice, we're also generous. In fact, last year more than 47,000 Minnesotans logged on to GiveMN.org and gave to their favorite Minnesota charities in 24 hours during Give to the Max Day. This year, we want to get even more Minnesotans to give during the fourth annual Give to the Max Day on Nov. 15. Visit [www.GiveMN.org](http://www.GiveMN.org) on Nov. 15. Give to *(your organization's name)* and other area nonprofits.

### **:15 second (46 words)**

Minnesota's not just the land of 10,000 lakes – we're also home to more than 20,000 charities. Last year, 47,000 Minnesotans donated to nonprofits on Give to the Max Day on GiveMN.org. Visit [www.GiveMN.org](http://www.GiveMN.org) on Nov. 15 and give to *(your organization's name)* and other area nonprofits.

### **:15 second (47 words)**

Minnesotans aren't just nice, we're also generous. Last year, on Give to the Max Day, more than \$13 million was raised for Minnesota nonprofits. This year, we're hoping to raise even more! Visit [www.GiveMN.org](http://www.GiveMN.org) Nov. 15 and give to *(your organization's name)* and other area nonprofits.