

WYPR raises more than \$360,000 in annual fall pledge drive

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WYPR raised more than \$360,000 and gained 817 new members during its annual fall pledge drive.

More than 3,150 listeners donated to the local NPR station, 1,345 of which made "sustainer pledges."

"Sustained giving has changed the way public radio fundraises," said **Anthony Brandon**, the station's general manager. "These contributions, which are given monthly on an on-going basis, really add up over time and make a lasting impact."

WYPR's board posed a \$40,000 challenge during the last day of the drive, Oct. 21, and donors matched that goal. The station also raised additional \$125,000 prior to the drive as part of its "Shorten the Drive" campaign.

As a result of the drive, Giant Food will donate 360 turkeys to the Maryland Food Bank, one for every \$1,000 raised.



Enlarge Photo

Brian Jackson

More than 3,150 listeners donated to the local NPR station.

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