



TOOLKIT

The 4th annual Public Media Giving Days is Friday, May 1, and Saturday, May 2. We're asking our friends, like you, to help us spread the word about what VPM and public media mean to you and the communities we serve.

This toolkit is intended to help make it a little easier to participate. Please feel free to use this toolkit as guidance, inspiration or use the content as-is to help us spread the word about Public Media Giving Days and the importance and value of public media, as a whole. We need YOU to help us make Public Media Giving Days a success.

TOOLKIT CONTENTS

- [Sample language for social media posts, videos or emails organized by theme](#)
- [Quick/short post sample language for social media posts](#)
- [Links to help others learn more, donate, or buy a limited edition shirt](#)
- [8 Square social media post-friendly infographics](#)
- [8 Vertical Facebook & Instagram story-friendly infographics](#)
- [2 VPM PMGD 2026 Limited Edition Shirt gifs](#)
- [Tips for recording and sharing a video](#)

SAMPLE LANGUAGE FOR SOCIAL MEDIA POSTS

WHAT IS PUBLIC MEDIA GIVING DAYS

1. It's Public Media Giving Days today and tomorrow! Help spread the word about the impact of public media and encourage your friends, family and neighbors to show their support for the invaluable services public media provides.

There's a lot to love about public media stations like VPM: early childhood education outreach, factual local news, local stories, entertaining and educational programming, locally hosted radio programs, and so much more. If you believe in the importance of public media like I do, consider donating today. If you can't donate right now, you can still help spread the word, and if you haven't checked out your local station in a while, now is a great time to see what you've been missing. VPM.org/PMGD

2. Public Media Giving Days is today and tomorrow. It's a time to voice our support for public media and share why it matters. Public media is a lifeline for people across the country from all walks of life, providing invaluable resources, programming, local news and more to all, regardless of whether they donate or not. Public media even hosts the Emergency Alert System that we all rely on to stay safe and informed. Please take a moment to share with your friends and family about why you support public media and what it means to you and if you're able to, now is a great time to donate. [#publicmediagives](https://twitter.com/publicmediagives) VPM.org/PMGD

NOSTALGIA AND EDUCATION

1. Public media holds a special place in my heart. Growing up, I learned a lot from the greats including Mister Rogers, LeVar Burton, my friends at Sesame Street, Bob Ross, and more. As an adult, I see the importance of the educational foundation that public media gave me and continues to provide for the next generation. The local educational services and resources that public media stations like VPM provide to their communities are invaluable. If you support accessible early childhood education for all, like I do, give VPM a boost for Public Media Giving Days. VPM.org/PMGD

2. Looking back at programs like Reading Rainbow, Mister Rogers' Neighborhood, The Magic School Bus, and Wishbone, I see how much of an impact PBS had on generations of children across the country, just like me. But, public media stations like VPM are more than nostalgia. VPM serves our community with on-the-ground reporting, local programs, by partnering with local organizations, and hosting the Emergency Alert System. VPM has been a vital, constant, and free resource for over 60 years, and without federal funding, they need our support more than ever. Supporting VPM and our local community. Donate at VPM.org/PMGD
3. Did you grow up learning from Sesame Street, Mister Rogers, Reading Rainbow, Bob Ross? Do your kids get educational entertainment from one of the many awesome PBS KIDS shows? Do you stay informed with NPR or PBS Newshour? If so, show some love for your local station today and tomorrow during Public Media Giving Days! If you haven't watched or listened in a while (or ever), give it a try today. See what you're missing. And if you've been meaning to donate, but haven't gotten around to it yet, now is the perfect time. Learn more about VPM and Public Media Giving Days at VPM.org/givingdays

PUBLIC SERVICE

Did you know, there are more than 1,500 public media stations across the country, including VPM, Virginia's home for public media? Local public media stations provide a reliable source of education, information, and essential services like the Emergency Alert System. Public media is more important than ever, especially as local newsrooms around the country continue to close their doors. If you're able, I hope you'll show your support for VPM during Public Media Giving Days, today and tomorrow. Donate at VPM.org/PMGD.

LOCAL FOCUS

1. Our local public media station, VPM, is more than PBS and NPR programs. VPM serves Virginia with educational resources and outreach, produces programs that lift local voices, explores issues impacting our community, delivers reliable local news, hosts the Emergency Alert System, and so much more. Public media is a lifeline for local communities. Help celebrate all that public media has to give. Learn more at [VPM.org/giving days](https://VPM.org/givingdays) or donate at VPM.org/PMGD

2. Public media isn't just PBS and NPR. It's over 1,500 local stations across the country that serve their local communities. Local stations like VPM do so much more than broadcast tv and radio programs. Local stations rely on community support from their neighbors, now more than ever. Show some love for VPM during Public Media Giving Days, May 1 and 2, and donate if you can. If you can't give right now, take a moment to learn more — tune in, explore [VPM.org](https://vpm.org), follow VPM on social media, or spread the word and encourage your friends to join in. A little support can go a long way. Donate at [VPM.org/PMGD](https://vpm.org/PMGD)

GENERAL

It's Public Media Giving Days today and tomorrow! Show some love for what #PublicMediaGives us; local voices, stories, journalism, music, and early childhood education resources. Every contribution counts! If you're unable to give right now, check out the PBS app, watch your local PBS station (VPM if you're in NAME OF YOUR CITY, like me), listen to VPM News or VPM Music, check them out on social media or share some of their content on your social media. Your support matters. Check out [VPM.org/GivingDays](https://vpm.org/GivingDays) to learn more.

SHORT POST LANGUAGE FOR SOCIAL MEDIA

1. When you support VPM, you're helping our local communities stay informed, connected and inspired. Not a donor yet? Show VPM some love during Public Media Giving Days (May 1 and 2) and give today. [VPM.org/PMGD](https://vpm.org/PMGD)
2. Public media belongs to everyone, and it moves forward because people like us believe in it. Be part of the momentum this Public Media Giving Days and support VPM, Virginia's home for public media, by donating at [VPM.org/PMGD](https://vpm.org/PMGD)
3. The last year has been a bumpy ride for public media stations across the country, but VPM is able to keep over 2 million Virginians connected thanks to support from people like you who believe in what public media can do. You can help by donating today at [VPM.org/PMGD](https://vpm.org/PMGD)

LINKS TO USE

VPM PMGD Info Page: [VPM.org/GivingDays](https://vpm.org/GivingDays)

Direct Donation Link: [VPM.org/PMGD](https://vpm.org/PMGD)

Limited Edition Shirt Sale: bonfire.com/pmgd-2026-vpm

SOCIAL MEDIA-FRIENDLY INFOGRAPHICS



[DOWNLOAD SQUARE INFOGRAPHICS](#)



[DOWNLOAD VERTICAL INFOGRAPHICS](#)

2026 LIMITED EDITION PMGD SHIRT GIFS



[DOWNLOAD SHIRT GIFS](#)

Please note: these images are animated.
You will be able to see them in motion when you download them.

TIPS FOR RECORDING & SHARING A VIDEO

VIDEO TIPS

- Stand in front of an uncluttered background
- Look into the camera lens
- Shoot your video vertically
- Make sure you're in focus
- Speak clearly with no background noise. Some phones have noise suppression as a default, others will have a toggle to turn it on/off. If yours has a toggle, ensure it is turned on. Note: it's okay to film outside as long as ambient sound is minimal (ex. Birds chirping is okay. Loud traffic noise or yard work equipment noise is not)
- [Turn on background noise suppression for Apple](#)
- [Turn on "clear calling" for Google phones](#)
- Use your normal speaking voice and approach it like you're talking directly to your friends/family
- Use the sample language provided in this toolkit as a guideline. Make it your own/make it feel like you.
- Optimal video length: 30 seconds or less

SUGGESTED END LANGUAGE FOR VIDEO

If you'd like to encourage other people to donate, consider ending your video with:

- Support public media. Donate today.
- Support local programming. Donate today.
- Support local stories and local voices. Donate today.
- Support a connected community. Donate today.
- Support an informed community. Donate today.
- Support the future of public media. Donate today.

If you'd like to encourage other people to share, consider ending your video with:

- What does public media mean to you?
- Why do you support public media?
- Have you shared why you love public media?
- Why does public media matter to you?

**Thank you for supporting VPM
and for helping us make this year's
Public Media Giving Days a success!**

