

Membership FAQ

If you do not find the answer to your questions here, please contact us!

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Why Support WNIT

Why does WNIT need to raise money?

WNIT is a 501(c)3 not-for-profit organization registered in the State of Indiana. To support our mission and commitment to the people of Michiana, WNIT must raise funds to pay for programs, broadcast equipment, staff and operating expenses. Over 50% of WNIT's annual financial support comes from individual supporters —viewers like you who understand that their contributions enable WNIT to fulfill its mission.

Why does WNIT have so many fundraising drives?

In order to broadcast the PBS and local programming that educates, inspires, connects, entertains and unifies Michiana viewers, we rely on a variety of fundraising activities. One of the most effective ways is to air special programming to encourage viewers to become supporters and to remind current members to renew their support. Traditionally WNIT has held three pledge drives during the year in March, August and December.

Does WNIT receive tax money, if so, why is it so important that I donate money to become a member?

WNIT does not directly receive money from your taxes. When public broadcasting began operations the federal government created the Corporation for Public Broadcasting (CPB). The CPB receives appropriations from the federal government marked to support local television stations, programming and improvements to the public broadcasting system as a whole. WNIT applies for funds to this organization every year and adheres to the guidelines established by the Corporation for Public Broadcasting in order to continue to receive their support and continue affiliation with PBS. Distribution from CPB is determined by market size.

WNIT receives approximately 14% of our annual budget from the CPB. This, however, leaves 86% of our budget to be acquired through fundraising techniques, and membership is the largest single source of revenue for this station and many others. Without individual contributions, public broadcasting, in all its forms, would simply not exist. Additionally, local support is important for more than just dollars needed to run the station; it provides a critical relationship between the station and the community we serve.

General Membership Information

How do I become a member or renew my membership?

Become a member or renew your membership today by joining online at www.wnit.org! Or, call the membership department of WNIT during business hours (8am – 5pm) at 574.675.9648. WNIT's basic membership starts at \$50, but contributions of any amount are appreciated. Memberships are active for 12 months and as you approach the end of your membership you will receive reminders to renew your membership for an upcoming year.

Can I pay my membership in monthly or quarterly installments?

Yes! Set up your Sustaining Membership to be charged on your credit or debit card online, or call the WNIT Membership office at 574.675.9648. Sustaining Memberships automatically renew, eliminating the need for renewal mailings.

Is my gift to WNIT tax deductible?

Contributions to WNIT are tax deductible to the fullest extent of the law, minus the fair market value of any thank-you gifts received. The fair market value of the gifts you receive is listed on your annual tax receipt that we send in January.

How do I find out if my company has a matching gift program?

Contact your Human Resources office. Many employers share your commitment to public television and will show it by matching your contribution. Visit our website for a partial list of employers who participate in matching employee charitable gifts.

If your company has a matching gift program and is not listed, please email the name of the company to membership@wnit.org and type "matching gift company" in the subject line.

Can I donate stock to WNIT?

Yes, to make a stock donation contact our Director of Development, Vivian Sallie, at vsallie@wnit.org or call 574.675.9648.

Who should I contact if I have questions about my monthly bill, payment or charges to my credit card?

Contact Jennifer Guesela, Individual Giving Associate, at jguesela@wnit.org or call 574.675.9648.

Why am I receiving duplicate communications from WNIT?

You may have a duplicate record in our membership database. Email jguesela@wnit.org or call Jennifer Guesela, Individual Giving Associate, at 574.675.9648 to let us know you are receiving duplicate mailings and we will correct the error.

Why am I not receiving any communications from WNIT?

There are a few reasons why you may no longer receive communications from WNIT. Our letters may have been lost in the mail, we may not have your current contact information, or your membership may have expired. To inquire about the status of your membership or to update your contact information email jguesela@wnit.org or call Jennifer Guesela, Individual Giving Associate, at 574.675.9648.

Membership Renewal Information**I just sent you my renewal check. Why did I receive another renewal form?**

To save money for the quality programming you expect from WNIT, we print and send out renewal notices in bulk. This means we prepare our renewal mailings a week to 10 days before you receive a renewal form. As a result, your renewal payment and our notice probably crossed in the mail. We do

apologize for any confusion this may cause and ask that you disregard any renewal letters you receive in the month after you make a gift.

I am a current member. Why are you sending me renewal notices months prior to my membership expiration date?

You begin receiving renewal notices four months prior to your actual expiration. Renewing early saves WNIT the added cost of sending additional reminders. To assist you in budgeting for your gifts to WNIT, we want to alert you well in advance of your renewal date. Renewal requests are also one way that we communicate to our members regarding the importance of member support.

If I make a contribution before my membership expires, will it be renewed?

If your contribution is received by WNIT within four months of your expiration date, it is considered a “renewal” (unless otherwise noted), thereby adding another year to your membership. But if the gift is received more than four months prior, the contribution is considered an “additional gift.” If you feel the renewal notice you received does not accurately reflect your renewal date, email membership@wnit.org or call the Membership office at 574.675.9648 and we will be happy to correct your membership status.

Privacy Information

Does WNIT exchange my mailing address or email address?

No. By providing your mailing and email addresses to WNIT you allow us to communicate with you about programming, events, and station activities. It is WNIT’s policy to never share your contact information with other organizations.

Is it safe to use my credit card at wnit.org?

WNIT uses the best encryption technology and software available for secure online transactions. The personal and financial information you send to us, including credit card number, name and address, are encrypted so that it cannot be read when you are viewing the donation page or when you submit the information.

Thank You Gift Information

When will I receive my thank you gift?

On average, you will receive your thank you gift 4-6 weeks after you fulfill at least 50% of your pledge. Some items may arrive sooner, however, it can take up to 8 weeks. We order thank you gifts weekly throughout the year; however, national demand for an item may slow down our distributors and cause delays in our ability to mail your thank you gift. If it has been longer than 8 weeks and you have not received your thank you gift, contact Jennifer Guesela in the Membership Department or call 574.675.9648 for the status of your gift.

Why are the thank you gifts WNIT offers during pledge drives so expensive? Why can't I buy these items at regular retail price?

As a public television station, WNIT relies on community support for a great deal of our funding. The videos, DVDs, CDs, books, or other items we offer during our on-air fundraising campaigns are intended as a "thank you" gift for supporting the station with a donation, not as a retail transaction. To encourage viewers to become members of the station, we suggest various pledge levels and offer the individual items or packages as incentives to contribute at that level. These items allow us to give members something tangible for their donation in support of our programming.

What do I do if I receive the wrong gift or a damaged thank-you gift?

If you open your gift and discover that it is the wrong item or is damaged, just re-pack it and mark the package "Return to Sender." Contact Jennifer Guesela in our Membership office at jguesela@wnit.org or call 574.675.9648 to receive a replacement.

What is WNIT's refund policy?

Due to the cost of the purchase of thank you gifts and the cost of credit card transactions WNIT does not have a refund policy.

Membership
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