

# Newsletter #1

Subject: Fact-based reporting on COVID-19: We need your help”

From: Karin Winner

Dear [First Name] or Reader,

This past month has been unprecedented in so many ways.

Entire states are on lockdown. Schools, parks and beaches are empty. Only essential businesses are open. For many of us, this may be the first time, we’re truly examining what is *essential* to our lives and our communities.

We know you agree that fact-based news is a necessity. Especially now.

We at *inewsourc*e have quickly reprioritized our reporting efforts. With our daily news partner KPBS, we have teamed up to provide the most critical information, data resources and analysis to help you understand and navigate the COVID-19 outbreak in our region.

Our reporters are still on the streets, putting themselves at risk, to keep you informed. In this time of great uncertainty, you can depend on us to tell you the truth — and hold our leaders accountable for how they’re managing this crisis.

**But, we need your help. Our board of directors has agreed to match every donation, dollar-for-dollar, up to \$18,000 to help us increase our coverage of the pandemic. Can we count on you to meet that challenge?**

**[Yes, I’ll donate!]**

If you are able to make a monthly donation to help us get through this crisis, please do so now. We know this isn’t the time for a drawn-out fundraising campaign so we’re trying to quickly raise \$18,000 in three days to sustain our emergency reporting efforts.

Your support, at any amount, will help us stay focused on what’s important — helping us weather this pandemic and coming out stronger and more united than ever.

[Please donate now.] **THANK YOU!** We truly appreciate your support.

P.s. Help us meet our board's challenge of matching \$18,000 in contributions. Please join them in showing you believe *inewssource* is an essential service.

[Donate Today!]

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## Newsletter 2

Subject: Countdown: Two days left to double donations for COVID-19 coverage

From: Lorie Hearn

Dear [Subscriber First Name] or Reader,

Our lives have changed in just weeks. We've all had to make radical adjustments to our routines, livelihoods and priorities. And perhaps for the first time, we're truly examining what is *essential* to our lives and our communities.

**I think you will agree that fact-based news is a necessity, not a luxury.  
Especially now.**

Everyone at *inewssource* is focused on providing this essential service during the pandemic. And our board of directors has offered to match all donations dollar-for-dollar up to \$18,000 in the next two days.

Here are some ways we have made your information needs a priority:

- Visit our [Coronavirus page](#) to find our timely, trademark accountability reporting that digs into shortfalls at the VA, shortages of protective equipment and the perilous times ahead for local government budgets.
- Our reporting reflects life in San Diego County where you live. Zoe Meyers, our photographer, is out there, as are our reporters, trying to keep safe but bringing the outside in for all of us.
- We're fact-checking as rigorously as ever, and leading you to trusted sources that tear down the virus myths.
- Let us hear from you! Please take a couple minutes to fill out our [survey](#) about your experience with the virus. It will help guide our reporting.

If you take comfort in knowing we are looking out for you, **help us keep delivering!**  
**Local journalism can only stay strong with your help. Can we count on you?**

**[Yes, I'll donate!]**

We'll get through this together. **THANK YOU!** We appreciate your support.

P.s. Please join our board in showing you believe *inewssource* is an essential service. Contribute to meeting their \$18,000 match challenge.

[DONATE NOW]

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## Newsletter #3

Subject: Last day to meet the match challenge!

From: *inewssource* Team

Dear [Subscriber First Name] or Reader,

It's gratifying to see our neighbors in San Diego County step up during these challenging times.

People are donating to food banks and providing supplies to homeless shelters while, at the same time, heeding the call to isolate themselves from friends, family and co-workers.

Sometimes it takes a crisis to bring out the best in people and appreciate what's important. At *inewssource*, we are thrilled to see the outpouring of financial support and confidence in our reporting during the COVID-19 pandemic.

Here is a message from a San Diego physician and long-time *inewssource* supporter:

"My patients ask me daily: "Is what I heard true?" We've witnessed the tragedies when facts are denied, distorted, or just plain made-up. My wife and I supported *inewssource* for years, but now we are doubling down on our support because truth can save lives. *inewssource* is a requirement for a healthy San Diego." -- Dr. Daniel Einhorn

Won't you join this effort?

This is the last day to meet our board's \$18,000 match challenge. We're getting there but we need your help!

**Can we count on you to help us keep delivering fact-based accountability journalism on COVID-19?**

**Please help us meet the challenge before midnight!  
Donate Now!**

**THANK YOU!** We truly appreciate your support.

Newsletter for 5 p.m.

Subject line: Just 7 hours to go! Help bring us across the finish line.

Dear xx

In these unprecedented times, we need your help!

Over the past week, we at *inewsourc*e have reprioritized our reporting efforts to provide the most critical information, data resources and analysis to help you understand and navigate the COVID-19 outbreak in our region.

Our reporters are still out there, gathering facts and digging deep to keep you informed. Know that now, more than ever, you can depend on us to tell you the truth — and hold our leaders accountable for how they're managing this crisis.

Here is a message from a physician and long-time *inewsourc*e supporter:

"Keeping informed about SARS-CoV2, Covid-19, and what you can do to stay safe has become a life saving necessity. Unfortunately, there are a lot of mis-informed sources out there ... I use *inewsourc*e for information I can trust, always have. Their medical reporting is well researched and accurate" -- Robert Engler, M.D., Professor of Medicine, UCSD

**Our board of directors has agreed to match every donation, dollar-for-dollar, up to \$18,000 to help us increase our coverage of the pandemic. We have until midnight.**

**Can we count on you to meet that challenge?**

**[Yes, I'll donate!]**

[Please donate now.] **THANK YOU!** We truly appreciate your support.

Newsletter for 8 p.m. --

Subject line: Just four more hours to give!

Dear xx,

We know everyone's stress level is high. Schools are closed, we're hunkered down at home and even grocery shopping is a major undertaking. That's why we kept this fundraising campaign to three days.

But we're down to the wire. And we need your help in the next four hours to meet the challenge our board of directors set out for us:

Raise \$18,000 by midnight and each dollar will be matched.

**I know you agree that fact-based news is a necessity, not a luxury.  
Especially now.**

Help the inewsource staff sustain and increase their coverage of this pandemic by giving what you can by midnight.

[Please donate now.] **THANK YOU!** We truly appreciate your support.