**To:**

Decision-Maker

**Cc:**

TMC Participant

**From:**

Jo Ellen Green Kaiser?

Steve Katz?

Media Consortium Coordinating Committee?

**Subject:**

Media Consortium Must Raise $22,500 or Close!

Media Consortium in Trouble—Needs Your Help

**Body**

Dear FirstName (have not paid dues yet),

The Media Consortium is in serious financial trouble. Grants we anticipated did not come through or have been delayed. We are now in a crisis cash flow situation and will have to close the Consortium’s doors by the end of June if we don’t raise $22,500. That’s three months of operating expenses.

You can solve this crisis simply by paying your dues. Your 2012 dues were payable as of February 2012. Pay now. And while that checkbook is out, pay your 2013 dues as well. We need your support.

You may be surprised to be getting this letter, since in most ways, the Media Consortium is stronger than ever.

The May Day collaboration energized us, with 32 outlets contributing to joint reporting and publishing of the day’s news. Our Media Policy project has been highly successful, with six briefings resulting in 12 stories in just the past 2 months. The How it Works webinars have helped several of you rethink how you use key technology.

Our annual meeting in October brought us together to rethink how we could collaborate. Since October, many of us have been able to develop partnerships with each other. The Consortium is learning how best to work with progressive allies in the advocacy world, from Common Cause to Free Press, and developing strong connections within the media world with sister organizations like AAN.

Yet, even as we build stronger bonds and grow our impact, the Media Consortium’s funding has shrunk. Since our founding, the Media Consortium’s operating budget has been based in foundation grants; membership dues and fees have only covered 8% of our expenses. Gradually, our core funders have left us, mainly because their focus changed from funding media to funding activism. We have been unable to get significant core grants to cover our infrastructure costs.

The Coordinating Committee met on May 16, 2012 to ask, should the Media Consortium shut down? Our answer was a resounding no! Instead, we are developing a financial plan that will diversify the Consortium’s revenue stream. But we can’t conjure money out of thin air. We need a cushion of three months to implement these new revenue streams. We need $22,500.

We need you to pay your 2012 and 2013 dues now.

Paying your dues sends a strong message to the sector’s funders that you value the Media Consortium. That message is even stronger when your own finances may be stretched. We need those of you who can afford to do so to pay your full share, but we need all of you to pay something. We need to be able to go back to our funders and tell them that 100% of the Media Consortium’s outlets support our work.

You will be receiving a call from a Coordinating Committee member in the next couple of days. The Media Consortium is an organization run by its members. We rely on each other.

Thank you for your support.

Sincerely,

Signature.

P.S. Dues checks should be made out to the Media Consortium and sent to the Foundation for National Progress, Attn: Cathy Rodgers, 222 Sutter St, Ste 600, San Francisco CA 94108. Please add “Media Consortium dues, 2012 and 2013” to the notes line.