June 15, 2020

Dear Minnesota Military Radio Network Station,

As you may know, Minnesota Military Radio is a strong partner with the Minnesota Military Family Foundation. Every year we organize several fundraising events designed to help meet critical needs of our military families right here in Minnesota. This year, with COVID-19 restriction, we have had to cancel our events, including our biggest fundraiser, the annual MMFF Golf Tournament. However, as you can imagine, the needs of our service members and their families has not slowed. If anything, in the wake of the economic challenges we are currently experiencing, we are seeing more requests and financial needs than ever before.

For this reason we are launching a statewide **4th of July Radiothon to benefit Minnesota Military Families.** As a valued station partner with Minnesota Military Radio, this letter serves as your invitation to join us on the first-of-its-kind radiothon to help meet critical needs of our local military families. Here are some basic details:

* **What:** 4th of July Minnesota Military Family Radiothon
* **How:** MMR will produce and distribute pre-recorded 00:30 announcements/PSAs with a “call to action” for listeners to donate through [www.minnesotamilitaryfamilyfoundation.org](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.minnesotamilitaryfamilyfoundation.org&d=DwMFAg&c=GC0NZZhaEw6GOQSjMHI2g15k_drElRoPmOYiK2k0eZ8&r=0thBBGA-ccQs7PU2eJy7RWPqelvMhUD0-9vk1EJLjHk&m=lHnCvL5c-CiGQzggKDRIqFra9BOZFkLROB6XuQ2yTWI&s=IXGOAbo8rdWJrv9NXJ7K-GoLLJePUPHIJS0XyreWlsI&e=)/radiothon. We will also provide optional online graphics and a social media toolkit stations can use to further publicize this campaign. These items will be distributed electronically the week of June 22-26, or available at [www.minnesotamilitaryfamilyfoundation.org](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.minnesotamilitaryfamilyfoundation.org&d=DwMFAg&c=GC0NZZhaEw6GOQSjMHI2g15k_drElRoPmOYiK2k0eZ8&r=0thBBGA-ccQs7PU2eJy7RWPqelvMhUD0-9vk1EJLjHk&m=lHnCvL5c-CiGQzggKDRIqFra9BOZFkLROB6XuQ2yTWI&s=IXGOAbo8rdWJrv9NXJ7K-GoLLJePUPHIJS0XyreWlsI&e=)/radiothon.
* **When:** Monday June 29 through Saturday July 4. Our hope is that stations can run the 00:30 announcements at least 40 times throughout week, and as many times as possible ON July 4th.

The mission of the Minnesota Military Family Foundation, a 100% volunteer organization, is to provide emergency financial assistance to deployed and currently serving Minnesota military personnel and their families – which includes active duty, national guard and reserve components, across all services – who have a financial crisis. Here are a few testimonials from recipients of MMFF grants:

*“Without your help we would not have been able to visit our son that was wounded in Iraq. It meant so much to us as parents to be able to visit with him.”*

*“Thank you so much, we can’t express how grateful we are. This grant has given us hope. We can breathe and move forward with bettering our lives”*

*“Thank you, thank you, thank you. We can now stay in our home.”*

If you have questions, please contact Anna Long at 612-636-4108 or Anna@SnowGlobePR.com. Thank you in advance for considering supporting this historic campaign!

Tom Lyons, Host

Minnesota Military Radio