

American
Journalism
Project |



THE
LEDE





Freedom of the press is not
just important to democracy,
it is democracy.

WALTER CRONKITE

WHAT IS THE LEDE

In journalism, “the lede,” is the first paragraph of a story that’s intended to draw the reader in and highlight the main points. It is foundational, impactful, and tone-setting by nature—traits closely shared with the American Journalism Project’s generous contributors.

The Lede is a community of champions committed to supporting local news across the United States. We are inviting new supporters who give \$10,000 – \$200,000 annually to the American Journalism Project to join this network. Members of the Lede demonstrate their support to help rally others to support local news and they can help raise broader public awareness about the local news crisis.

We are inviting individuals and select philanthropic partners to join us on our mission to safeguard local civic journalism and to build a new philanthropic movement designed to preserve and protect our democracy.

We invite you to participate by:

- Participating in several learning opportunities per year – including impact reports and invitations to virtual learning events
- Opportunities to come together with other members of the Lede for reflection and movement building efforts
- Public acknowledgement as a supporter of the American Journalism Project & member of the Lede

THE LEDE

I, , commit to joining The Lede — a giving program created to catalyze the work of the American Journalism Project. I understand that the American Journalism Project will apply my financial donation to help grow, build, and sustain a dynamic nonprofit, nonpartisan local news ecosystem that serves in the public interest.

PLEDGE OPTIONS

Leadership Circle Commitments

\$200,000 Commitment

\$100,000 Commitment

Other Commitments

\$50,000 Commitment

\$10,000 Commitment

\$25,000 Commitment

Other Commitment

DONATION OPTIONS

Your donation is 100% tax deductible in the U.S.

Donation Method BY CHECK WIRE TRANSFER STOCK

Thank you for pledging your support to the American Journalism Project. Your gift will be publicly acknowledged.

Signature: Date / /

Print Name:

Company/Organization:

Name for Preferred Acknowledgement:

....continued

CONTACT INFORMATION

Address:	<input type="text"/>				
City:	<input type="text"/>	State:	<input type="text"/>	Zipcode:	<input type="text"/>
Phone:	<input type="text"/>	Email:	<input type="text"/>		
Preferred Contact:	<input type="text"/>	Email:	<input type="text"/>		
Spouse/Partner:	<input type="text"/>	Email:	<input type="text"/>		

LEDE MEMBER INVOLVEMENT

Your relationship with the American Journalism Project reaches beyond your financial investment. We invite you to collaborate with us in other ways.

- Refer AJP to friends and colleagues
- Learn more about hosting a friend-raising event for
- Other

Welcome to The Lede