

**Sample Letter to Broker**

Dear:

I would like to make a gift of stock on [insert date] to the Friends of PBS Wisconsin. Please transfer [number] shares of [company name] to the charity on [indicate month, year when you would like transfer to occur].

Please use the following transfer instructions:

DTC Number: 0547

Account Name: Friends of PBS Wisconsin (Tax I.D. Number 23-7300462)

Account Number: 34-89-7527

Contact: Robert W. Baird & Co.  
c/o: Sandy Gehler  
8000 Excelsior Dr., Suite 302  
Madison, WI 53717-1914  
Telephone: (608) 830-3500  
Fax: (608) 830-3550

In effort to facilitate proper acknowledgment of my gift, it is important to notify Friends of PBS Wisconsin of the gift being transferred. Contact information is as follows:

**Friends of PBS Wisconsin**

c/o Clint Walz  
821 University Ave Madison, WI 53706  
E-mail: [clint.walz@pbswisconsin.org](mailto:clint.walz@pbswisconsin.org)  
Phone: (608) 263-2185  
Fax: (608) 263-0429

Friends of PBS Wisconsin will also provide me with a receipt for this gift. Thank you for your prompt attention to this matter.

Sincerely,

[name]

cc: Friends of PBS Wisconsin