Membership: Lapsed | EFFORT 1 | Fiscal Year-End 2018 | AAA / JAZZ

[OPTIONAL OE TEASER COPY CHOICES:]

**[A] What *was* that song?**

**[B] What *was* that song on [STATION]?**

**[C] What happens at midnight, June 30, at [STATION].**

**[D] Why June is so important to the music. A message from**

 **[STATION]**

**[E] (No teaser, just corner card with station address and name of letter**

 **signer, e.g., Jill Jones, General Manager)**

STRATEGY TIPS FOR MAXIMIZING RESULTS:

* Clone your online giving form with the URL station.org/JUNE. This will allow you to track online gifts generated by the mailing.
* Include an image of the outer envelope in e-newsletters in June with a link to the “June” giving form.
* Note that the direct mail copy includes a reference to the URL for the mail recipients who prefer to give or become a sustainer online.

[LETTER:]

**“What *was* that song on [station]?”**

Dear :

 You may have asked yourself that question when a song utterly captured your attention. Something unfamiliar but fascinating, or familiar but performed with riveting freshness.

 Your discovery may happen while listening at [90.9] on the radio, on our stream, on a podcast. But whenever our music connects with you, we have fulfilled our mission to bring music to every car, home and person in [REGION].

 You supported our programs and our mission with your membership in the past, and we are very grateful. Will you contribute again before June 30? You may renew your annual membership, or become a monthly sustainer starting at just $5 a month.

**Saturday, June 30? Why is that so important?**

Midnight, June 30, is the end of our budget year, known as our fiscal year at [STATION], when our community support has to hit an all-important goal. It’s the day we know we have met our financial commitments and to the demands of a 24/7 source of music in a 21st century media world.

Just as important, how we finish our budget year also affects how we begin our new “music year” on July 1. Our plans to broadcast [MUSIC FESTIVAL], the [MUSIC FESTIVAL 2] and [LOCAL PROGRAM] all depend on robust, sustained member support.

 Your renewed membership might help a host bring new works to our playlist, fuel a podcast, or do our part to support our ever-expanding music offerings. Did you know that [STATION] works with other public radio stations around the country, using each stations’ unique local knowledge to elevate exceptional artists being discovered in New Orleans, Boston, Chicago, L.A., and dozens of hotbeds of American music? Did you know [relevant station fact: *examples -(broadcasts XX live performances a year?/ Supports young artists thru program? etc….)*]?

You can be confident that your membership gift will go to work wherever it is needed most – on June 30 and every day beyond. [OPTIONAL: To stress the importance of that date, your gift before June 30 will be matched by (source of match).]

[OPTIONAL: Your renewal will also bring you the benefits of [STATION] membership, including DETAILS].

Whether your gift is $5 a month, or an annual amount that shows how much you love great music, thank you from all of us at [STATION]. Welcome back!

Sincere thanks,

[signature, title]

P.S. To renew, just return your check or credit card instructions - or give online at [station.org/June]. Thanks again!

[REPLY DEVICE HEADER, INSERT STATION SPECIFICS FOR CREDIT CARDS, RETURN ADDRESS, NAME/ADDRESS/CODING:]

**YES, [STATION] CAN COUNT ON ME!**

**RENEW MY MEMBERSHIP TODAY**

[ ] Sustainer at [ ] $5 monthly [ ] $10 monthly [ ] $\_\_\_\_\_ monthly.

[ ] Annual member [ ] [ ] [STATION AMOUNTS]

[RECIPIENT INFORMATION]

***Thank you for returning before JUNE 30***

***or giving online at [STATION].org/June!***

Membership: Lapsed | EFFORT 2 | Fiscal Year-End 2018 | AAA / JAZZ

[OPTIONAL OE TEASER COPY CHOICES:]

**[A] What *was* that song?**

**[B] What *was* that song on [STATION]?**

**[C] What happens at midnight, June 30, at [STATION].**

**[D] Why June is so important to the music. A message from**

 **[STATION]**

**[E] (No teaser, just corner card with station address and name of letter**

 **signer, e.g., Jill Jones, General Manager)**

STRATEGY TIPS FOR MAXIMIZING RESULTS:

* Clone your online giving form with the URL station.org/JUNE. This will allow you to track online gifts generated by the mailing.
* Include an image of the outer envelope in e-newsletters in June with a link to the “June” giving form.
* Note that the direct mail copy includes a reference to the URL for the mail recipients who prefer to give or become a sustainer online.
* Mail your follow-up appeal 3-4 weeks after your initial appeal, no later than June 8.

[LETTER:]

**[ARTIST] might be very pleased.**

Dear :

 Great music 24 hours a day? Available at home or when you travel? Live performances and deep tracks, all introduced by informed, engaging hosts?

 Your membership in [STATION] helped make important music more widely available than at any time in history.

Will you renew your membership today to help keep the music coming?

 Renewing before June 30 will help even more. Just renew your annual membership, or become a convenient, monthly sustainer starting at just $5 a month.

**June 30 may be a Saturday, but it’s a very important day for us.**

Midnight, June 30, is the end of our budget year, known as our fiscal year at [STATION], when our community support has to hit an all-important goal. It’s the day we know we have met the financial commitments that allow us to broadcast programs from throughout our region. Balancing our budget is a more than a goal, it’s a commitment at [STATION]. Being member-supported, it takes a lot of people.

It takes people like you, who share our deep love of music and a desire to make it freely available.

If your renewal crossed this reminder in the mail, thank you. If you haven’t taken a minute to send your check, or renew online, please do so today.

You’ll help us do something even more important than finish our budget year successfully – you’ll also help [STATION] begin our new “music year” on July 1.

 Your renewed membership might help a host bring new works to our playlist, provide a podcast, or help NPR connect you with great concert halls around the world.

Please don’t delay – we depend on member support on June 30, and every day beyond. [OPTIONAL: To stress the importance of that date, your gift before June 30 will be matched by (source of match).]

[OPTIONAL: Your renewal will also bring you the benefits of [STATION] membership, including DETAILS].

Renew starting at just $5 a month, or give an annual amount to show that you continue to value [STATION]. Welcome back!

Sincere thanks,

[signature, title]

P.S. To renew, just return your check or credit card instructions - or give online at [station.org/June]. Thanks again!

[REPLY DEVICE HEADER, INSERT STATION SPECIFICS FOR CREDIT CARDS, RETURN ADDRESS, NAME/ADDRESS/CODING:]

**YES, [STATION] CAN COUNT ON ME!**

**RENEW MY MEMBERSHIP TODAY**

[ ] Sustainer [ ] $5 monthly [ ] $10 monthly [ ] $\_\_\_\_\_ monthly.

[ ] Annual membership [ ] [ ] [STATION AMOUNTS]

[RECIPIENT INFORMATION]

***Thank you for returning before JUNE 30***

***or giving online at [STATION].org/June!***

Membership: Sustainers | EFFORT 1 | Fiscal Year-End 2018 | AAA / JAZZ

[OPTIONAL OE TEASER COPY CHOICES:]

**[A] What *was* that song?**

**[B] What *was* that song on [STATION]?**

**[C] What happens at midnight, June 30, at [STATION].**

**[D] Why June is so important to the music. A message from**

 **[STATION]**

**[E] (No teaser, just corner card with station address and name of letter**

 **signer, e.g., Jill Jones, General Manager)**

STRATEGY TIPS FOR MAXIMIZING RESULTS:

* Clone your online giving form with the URL station.org/JUNE. This will allow you to track online gifts generated by the mailing.
* Include an image of the outer envelope in e-newsletters in June with a link to the “June” giving form.
* Note that the direct mail copy includes a reference to the URL for the mail recipients who prefer to give online.

[LETTER:]

**“What *was* that song on [STATION]?”**

Dear :

 You may have asked yourself that question when a song utterly captured your attention. Something unfamiliar but fascinating, or familiar but performed with riveting freshness.

 Your discovery may happen while listening to [STATION] on the radio, on our stream, on a podcast. But whenever our music connects with you, we have fulfilled our mission to bring music to every car, home and person in [REGION].

 As a sustaining member, you have the satisfaction of supporting our programs and our mission every day of the year. Today I ask you to add a special contribution before one important day of the year arrives, June 30.

**Saturday, June 30? Why is that so important?**

Midnight, June 30, is the end of our budget year, known as our fiscal year at [STATION], when our community support has to hit an all-important goal. It’s the day we know we have met our financial commitments and the demands of a 24/7 source of music in a 21st century media world.

Just as important, how we finish our budget year helps decide how we begin our new “music year” on July 1. Our plans to broadcast [FESTIVAL/LOCAL EXAMPLE], [LIVE PERFORMANCE], and [LOCAL DAILY PROGRAM] all depend on robust member support.

 Your added support might help a host bring new works to our playlist, fuel a podcast, or do our part to support our ever-expanding music offerings. Did you know that [STATION] partners with other public radio stations around the country, using each stations’ unique local knowledge to elevate exceptional artists being discovered in New Orleans, Boston, Chicago, LA, and dozens of hotbeds of American music? Did you know [RELEVANT STATION FACT: *examples -(broadcasts XX live performances a year?/ Supports young artists thru program? etc….)*]?

Just like your generous monthly support, your special June gift will go to work wherever it is needed most, on June 30 and the days beyond. [OPTIONAL: To stress the importance of that date, your special gift before June 30 will be matched by (source of match).]

On behalf of our hosts, countless musicians and the entire team at [STATION], sincere thanks for your loyal support.

Warm wishes,

[signature, title]

P.S. To make your special contribution, just return your check or credit card instructions - or give online at [station.org/June]. Thanks again!

[REPLY DEVICE HEADER, INSERT STATION SPECIFICS FOR CREDIT CARDS, RETURN ADDRESS, NAME/ADDRESS/CODING:]

**YES, [STATION] CAN COUNT ON ME! HERE’S MY EXTRA GIFT FOR GREAT MUSIC ON PUBLIC RADIO.**

 [ ] [ ] [ ] $\_\_\_\_\_ [STATION AMOUNTS]

[RECIPIENT INFORMATION]

***Thank you for returning before JUNE 30***

***or giving online at [STATION].org/June!***

Membership: Sustainers | EFFORT 2 | Fiscal Year-End 2018 | AAA / JAZZ

[OPTIONAL OE TEASER COPY CHOICES:]

**[A] What *was* that song?**

**[B] What *was* that song on [STATION]?**

**[C] What happens at midnight, June 30, at [STATION].**

**[D] Why June is so important to the music. A message from**

 **[STATION]**

**[E] (No teaser, just corner card with station address and name of letter**

 **signer, e.g., Jill Jones, General Manager)**

STRATEGY TIPS FOR MAXIMIZING RESULTS:

* Clone your online giving form with the URL station.org/JUNE. This will allow you to track online gifts generated by the mailing.
* Include an image of the outer envelope in e-newsletters in June with a link to the “June” giving form.
* Note that the direct mail copy includes a reference to the URL for the mail recipients who prefer to give or become a sustainer online.
* Mail your follow-up appeal 3-4 weeks after your initial appeal, no later than June 8.

[LETTER:]

**[Artist] might be very pleased. And a little jealous.**

Dear :

 As a sustaining member of [STATION], you help make the world’s best music more widely available than at any time in history.

Will you add a special contribution before June 30, to help keep the music coming? If your gift is already on its way, thank you. If you haven’t taken a minute to send a tax-deductible check, or give online, please do so now, while you are thinking of us. Why today?

**June 30 isn’t just another Saturday at [STATION].**

Midnight, June 30, is the end of our budget year, known as our fiscal year at [STATION], when our community support has to hit an all-important goal. It’s the day we know we have met the financial commitments that allow us to broadcast programs from throughout our region, and beyond. Balancing our budget is a more than a goal, it’s a commitment at [STATION]. And being member-supported, it takes a lot of people.

It takes people like you, who share our deep love of music and a desire to make it freely available.

You’ll help us do something even more important than finish our budget year successfully. You’ll also help [STATION] begin our new “music year” on July 1.

 Your additional contribution might help a host bring new works to our playlist, provide a podcast, or help [STATION] connect you with great live performances and new releases from around the world. You might help make possible a live performance on [LOCAL PROGRAM], or an interview with a visiting artist.

Please don’t delay. We depend on member support on June 30 and every day beyond. [OPTIONAL: To stress the importance of that date, your gift before June 30 will be matched by (source of match).]

We are deeply grateful for your loyal, generous support for [STATION], and for considering this appeal.

Sincere thanks,

[signature, title]

P.S. To support this important appeal, just return your check or credit card instructions - or give online at [station.org/June]. Thanks again!

[REPLY DEVICE HEADER, INSERT STATION SPECIFICS FOR CREDIT CARDS, RETURN ADDRESS, NAME/ADDRESS/CODING:]

**YES, [STATION] CAN COUNT ON ME!**

**HERE’S A SPECIAL GIFT TO HELP KEEP THE MUSIC COMING**

 [ ] [ ] [ ] $\_\_\_\_ [STATION AMOUNTS]

[RECIPIENT INFORMATION]

***Thank you for returning before JUNE 30***

***or giving online at [STATION].org/June!***

Membership: Additional Gift | EMAIL | Fiscal Year-End 2018 | AAA / JAZZ

**Recommended schedule for stations with June 30 FY end:**

June 3-9: #1

June 10-16: #2

June 17-23: #3

June 28: #4

**Strategy Notes:**

* These are written for all active members; insert the word sustainer if you wish to customize for that group.
* Pick any dates for the first two e-appeals based on your previous results, coordination with any on-air fundraising, or fitting your schedule for other station email messages. BUT do stick to the recommended schedule for #3 and #4.
* Send only to active, deliverable email addresses. (As many as 30% of station email addresses may be undeliverable or incorrect.)
* If you want to increase your quantity, consider re-sending any of the messages two days after you first send them.
* If you want to refine your targeting to reduce quantity, do so based on previous email behavior, e.g., suppress those who have received your email but have not opened an email in the last six months. But you may want to include these “unengaged” recipients in the last two e-appeals.
* If you are targeting lapsed members and have any match or challenge money available, this is a good time to use it in email. Just be sure that the form linked from the email includes the match or challenge.
* Subject lines are important. Choose the ones you feel fit your station.

Membership: Additional Gift | EMAIL 1 (June 3-9) | FYE 2018 | AAA / JAZZ

Subj June reminder from [STATION]

Subj Music on [STATION]

Subj What WAS that song?

Subj Music and money

Subj June 30 matters

Dear :

Do you listen to [STATION] for [ARTIST] or [GENRE], [PERFORMANCE] or [GENRE]? Live performances or hosts who know just the right question to ask an artist?

Whatever your taste, your [sustainer] membership in [STATION] supports a single idea: great music of all kinds, freely available to everyone in [COMMUNITY/REGION], 24/7, on radio and online. This month we’re asking for a little extra help.

Please make a special contribution to support live concerts, new recordings and interviews with artists.

You help is especially valuable before Saturday, June 30, because that’s the last day of our budget year. It’s the day our total community support has to hit a specific goal, allowing [STATION] to meet its obligations to NPR, and pay for everything from local programs to online technology.

We’re known for being very thrifty with our members’ money; so even a little extra can make a lot of difference. Many thanks for your loyalty and generosity.

Sincerely,

P.S. June 30 is truly important at [STATION]. We’re getting close and you can help put us over the top. Just pick any amount that feels right, and give at [URL]. Or mail your check to [STATION]. Thank you.

Membership: Additional Gift | EMAIL 2 (June 10-16) | FYE 2018 | AAA / JAZZ

Subj Reminder from [STATION]

Subj NPR and [STATION]

Subj Who listens to great music?

Subj Music for [COMMUNITY/REGION]

Dear :

When a song on [STATION] really connects with you, do you ever hope others are listening too? The number and diversity of people in our community who are listening is deeply gratifying for all of us who value music.

We’re proud to be your source, and also the community’s biggest voice for great music. Help us keep up the work – please make an extra gift before June 30 at [URL].

Your generous [sustainer] membership makes our work possible. Your added support will help bring new works to our playlist, bring the [PERFORMANCE] to your home or car, broadcast live performances of [EXAMPLE or EXAMPLE.]

No wonder far more people listen to public radio in [COMMUNITY/REGION] that could ever fit in all the concert halls in our region. Neighbors of all ages, backgrounds and interests turn to [STATION] for the unique gift of music. We’re glad you are one of them.

 Thank you for your loyal support, and for considering my special request.

Sincerely,

P.S. You can give now at [URL] or mail your check to [STATION]. Thank you for supporting exceptional music – for everyone in [COMMUNITY/REGION].

Membership: Additional Gift | EMAIL 3 (June 17-23) | FYE 2018 | AAA / JAZZ

Subj Reminder from [STATION]

Subj NPR and [STATION]

Subj Want more music?

Subj June 30 deadline

Dear :

Members sometimes tell me they just LOVE [STATION]… and they love supporting public radio. Will you consider adding a special gift – large or small – before June 30?

June 30 may be a Saturday, but we’ll be watching our website and mailbox closely. It’s the last day of our budget year, when we need to hit a goal we’ve been working toward for months. We’re very close, thanks in part to loyal [Sustainer] members like you.

 Please help us go over the top with a special gift online today. Or if you have one of our envelopes, just send it back with your check.

Special June gifts help us meet our commitments to NPR and to the demands of being a 24/7 source of music in the 21st century media world.

 I hope you will stretch a little this month, to make public radio that much stronger. Thank you for listening and supporting [STATION] this month. We can’t do the job without you.

Sincerely,

P.S. You can give online at [URL] right now. You can also send your check in the mail, but please do it today - June 30 is only a few days away. Thanks again.

Membership: Additional Gift | EMAIL 4 (June 28) | FYE 2018 | AAA / JAZZ

Subj This Saturday

Subj Saturday, for sure

Subj Support music on [STATION]

Subj NPR and [STATION]

Subj June 30 reminder

Subj Where do you listen?

Dear :

 This Saturday is truly important to [STATION], and to everyone who deeply loves the music we provide. Your generous [sustainer] membership tells me you are definitely one of those people.

We wrap up our budget year at midnight, Saturday, and ask every member to make a special gift before then. If your check is on its way, thank you! If you haven’t taken a minute to give…

 Please go to [URL] right now and make a special contribution to [STATION].

 Thanks to you, public radio is a unique voice for music in [COMMUNITY/REGION], broadcasting and streaming carefully chosen music, and also advocating for local artists and venues. It’s a distinct honor to provide [LIVE PERFORMANCE EXAMPLE] to [LOCAL/REGIONAL EXAMPLE], and music from timeless classics and jazz to emerging [GENRE].

Your special June contribution makes us even stronger. Warm thanks.

Sincerely,

P.S. Whether you listen on the radio or online, at home or in the car, all that music depends on friends like you. Please add to your support – a little or a lot - before midnight Saturday. Thank you!

Membership: Lapsed | EMAIL | Fiscal Year-End 2018 | AAA / JAZZ

**Recommended schedule for stations with June 30 FY end:**

June 3-9: #1

June 10-16: #2

June 17-23: #3

June 28: #4

**Strategy Notes:**

* Pick any dates for the first two e-appeals based on your previous results, coordination with any on-air fundraising, or fitting your schedule for other station email messages. BUT do stick to the recommended schedule for #3 and #4.
* Send only to active, deliverable email addresses. (As many as 30% of station email addresses may be undeliverable or incorrect.)
* If you want to increase your quantity, consider re-sending any of the messages two days after you first send them.
* If you want to refine your targeting to reduce quantity, do so based on previous email behavior, e.g., suppress those who have received your email but have not opened an email in the last six months. But you may want to include these “unengaged” recipients in the last two e-appeals.
* If you are targeting lapsed members and have any match or challenge money available, this is a good time to use it in email. Just be sure that the form linked from the email includes the match or challenge.
* Subject lines are important. Choose the ones you feel fit your station.

Membership: Lapsed | EMAIL 1 (June 3-9) | Fiscal Year-End 2018 | AAA / JAZZ

Subj Membership reminder

Subj June reminder from [STATION]

Subj Music on [STATION]

Subj Your membership

Subj What WAS that piece?

Subj Music and money

Subj June 30 matters

Dear :

Do you listen to [STATION] for [ARTIST] or [GENRE] music, [ARTIST] or [GENRE]? Live performances or hosts who know just the right question to ask an artist?

Whatever your taste, you joined [STATION] to support a single idea: great music of all kinds, freely available to everyone in [COMMUNITY/REGION], 24/7, on radio and online. This month we need you back as a member.

Please renew your membership today with a monthly gift or one big annual contribution. We can keep live concerts, new recordings and probing interviews coming without commercialism, but we can’t do it without members.

And we need you back before Saturday, June 30 because that’s the last day of our budget year. It’s the day our total community support has to hit a specific goal, allowing [STATION] to meet its obligations to NPR, and pay for everything from local programs to online technology.

Many thanks for your loyalty, and welcome back.

Sincerely,

P.S. June 30 is truly important at [STATION]. We’re getting close and you can help put us over the top. Just pick an automated monthly amount, make an annual gift at [URL], or mail your check to [STATION]. Thank you.

Membership: Lapsed | EMAIL 2 (June 10-16) | FYE 2018 | AAA / JAZZ

Subj Your membership

Subj Reminder from [STATION]

Subj NPR and [STATION]

Subj Membership renewal

Subj Who listens to classical music?

Subj Music for [COMMUNITY/REGION]

Dear :

When a performance on [STATION] really connects with you, do you ever hope others are listening too? The number and diversity of people in our community who are listening is deeply gratifying for all of us who value the performing arts.

We’re proud to be your source for great music, and also the community’s biggest voice for music. Help us keep up the work. Renew your membership before June 30 at [URL] with an ongoing monthly gift or an annual membership.

Your membership will help bring new works to our playlist, bring [LIVE PERFORMANCE or VENUE] to your home or car, broadcast live performances of [EXAMPLE] or [EXAMPLE.]

No wonder far more people listen to public radio in [COMMUNITY/REGION] that could ever fit in all the concert halls in our region. Neighbors of all ages, backgrounds and interests turn to [STATION] for the unique gift of music. We’re glad you are one of them.

 Thank you for your loyal support. Welcome back!

Sincerely,

P.S. Renew now at [URL] or mail your check to [STATION]. Thank you for supporting exceptional music for everyone in [COMMUNITY/REGION].

Membership: Lapsed | EMAIL 3 (June 17-23) | FYE 2018 | AAA / JAZZ

Subj Your membership

Subj Reminder from [STATION]

Subj NPR and [STATION]

Subj Membership renewal

Subj Where do you listen?

Subj Oops

Dear :

Members sometimes tell me they just LOVE [STATION]… but simply forgot to renew their membership. If you forgot to renew, you can fix that right now with an automated monthly gift, which you can set up in a couple of minutes.

You know you can count on us for concerts, recordings, interviews and more. Can we count on your help before June 30?

June 30 may be a Saturday, but we’ll be watching our website and mailbox closely. It’s the last day of our budget year, when we need to hit a goal we’ve been working toward for months. Meeting our membership goal is vital to meeting our commitments to NPR and to the demands of being a 24/7 source of performing arts in the 21st century media world.

 Renew your membership online with a few dollars a month, or make a generous annual membership gift.

 Thank you for listening and supporting [STATION] this month. We can’t do the job without you.

Sincerely,

P.S. You can renew online at [URL] right now. You can also send your check in the mail, but please do it today, June 30 is only a few days away. Thanks again.

Membership: Lapsed | EMAIL 4 (June 28) | Fiscal Year-End 2018 | AAA / JAZZ

Subj This Saturday

Subj Saturday, for sure

Subj Support news on [STATION]

Subj NPR and [STATION]

Subj June 30 reminder

Subj Support [STATION]

Dear :

 This Saturday is truly important to [STATION], and to everyone who deeply loves the music we provide. I believe that includes you because you used to be a member.

We wrap up our budget year at midnight on Saturday, and need every member to renew their support before then. If your check is on its way, thank you! If you haven’t taken a minute to renew…

 Please go to [URL] right now and renew your membership with an easy, automated monthly gift, or an annual gift if you prefer.

 Public radio is a unique voice for the performing arts in [COMMUNITY/REGION], broadcasting and streaming carefully chosen music, and also advocating for local artists and venues. It’s a unique honor to provide performances from [VENUE] to [LOCAL/REGIONAL EXAMPLE], and music from [GENRE] and [GENRE] to emerging [GENRE].

You can help make it all possible by renewing your membership before June is over. Warm thanks.

Sincerely,

P.S. Whether you listen on the radio or online, at home or in the car, all that music depends on friends like you. Please renew your membership before midnight Saturday. Thank you!

Membership: Sustainers | EMAIL | Fiscal Year-End 2018 | AAA / JAZZ

**Recommended schedule for stations with June 30 FY end:**

June 3-9: #1

June 10-16: #2

June 17-23: #3

June 28: #4

**Strategy Notes:**

* Pick any dates for the first two e-appeals based on your previous results, coordination with any on-air fundraising, or fitting your schedule for other station email messages. BUT do stick to the recommended schedule for #3 and #4.
* Send only to active, deliverable email addresses. (As many as 30% of station email addresses may be undeliverable or incorrect.)
* If you want to increase your quantity, consider re-sending any of the messages two days after you first send them.
* If you have any match or challenge money available, this is a good time to use it in email. Just be sure that the form linked from the email includes the match or challenge.
* Subject lines are important. Choose the ones you feel fit your station.

Membership: Sustainers | EMAIL 1 (June 3-9) | FYE 2018 | AAA / JAZZ

Subj June message from [STATION]

Subj Music on [STATION]

Subj What WAS that piece?

Subj Music and money

Subj June 30 matters

Dear :

Do you listen to [STATION] for [ARTIST] or [GENRE] music, [ARTIST] or [GENRE]? Live performances or hosts who know just the right question to ask an artist?

Your sustainer membership in [STATION] makes all that music possible, whatever your taste. And your year-round gifts support a single idea: great music, freely available to everyone in [COMMUNITY/REGION], 24/7, on radio and online. This month we’re asking the entire community for a little extra help – and we hope you’ll join in.

Will you consider making a special contribution to support live concerts, new recordings and interviews with artists before Saturday, June 30, the last day of our budget year?

 That’s the day our total community support has to hit a specific goal, allowing [STATION] to meet its obligations to NPR, and pay for everything from local programs to online technology.

We’re known for being very thrifty with your generous monthly gift. So when you add even a little extra to your support this special month, you can make a lot of difference. Many thanks for your loyalty and generosity.

Sincerely,

P.S. June 30 is truly important at [STATION]. We’re getting close and you can help put us over the top. Just pick any amount that feels right and give at [URL]. Or mail a special check to [STATION]. Thank you.

Membership: Sustainers | EMAIL 2 (June 10-16) | FYE 2018 | AAA / JAZZ

Subj Message to [STATION] sustainers

Subj NPR and [STATION]

Subj Who listens to classical music?

Subj Music for [COMMUNITY/REGION]

Dear :

When a performance on [STATION] really connects with you, do you ever hope others are listening too? As a sustaining member, you can take pride in the diversity of people able to enjoy the performing arts thanks to public radio in [COMMUNITY/REGION].

Your loyal, year-round sustainer support makes us the community’s biggest voice for the performing arts, reaching an ever-growing number of music-lovers. We hope you will consider adding to your support during this special month with an extra gift before June 30 at [URL].

Your added support will help bring new works to our playlist, bring the [LIVE PERFORMANCE or VENUE] to your home or car, broadcast live performances of [EXAMPLE or EXAMPLE.]

Thanks to your steadfast support, we are able to reach more people in [COMMUNITY/REGION] that could ever fit in all the concert halls in our region. Neighbors of all ages, backgrounds and interests turn to [STATION] for the unique gift of music.

 Thank you for your loyal, sustaining support, and for considering my special request.

Sincerely,

P.S. You can give now at [URL] or mail your check to [STATION]. Thank you for supporting exceptional music for everyone in [COMMUNITY/REGION].

Membership: Sustainers | EMAIL 3 (June 17-23) | FYE 2018 | AAA / JAZZ

Subj Message to our sustainers

Subj NPR and [STATION]

Subj Want more music?

Subj June 30

Dear :

Sustaining members sometimes tell me they just LOVE [STATION]… and they love supporting public radio throughout the year. Every month brings new performances and new recordings. June also brings a deadline: the last day of our budget year, when we need to hit a goal we’ve been working toward for months.

We’re very close, thanks in part to loyal sustainer members like you. Will you stretch a bit this month with a special gift – large or small – before June 30?

Special June gifts help us meet our commitments to NPR and to the demands of being a 24/7 source of performing arts in the 21st century media world.

 Please help us go over the top with a special gift online today. Or if you have one of our envelopes, just send it back with your check.

 Whatever you can add this month will make public radio that much stronger. Thank you for listening and supporting [STATION] this month, and every month in 2018. We can’t do the job without you.

Sincerely,

P.S. Even though June 30 is a Saturday, we’ll be watching our website and mailbox closely. You can give an extra gift online at [URL] right now. If you prefer to send a tax-deductible check, please do it today; June 30 is only a few days away. Thanks again.

Membership: Sustainers | EMAIL 4 (June 28) | FYE 2018 | AAA / JAZZ

Subj This Saturday

Subj Saturday, for sure

Subj Support music on [STATION]

Subj NPR and [STATION]

Subj June 30 reminder

Subj Where do you listen?

Dear :

 Your generous sustainer membership in [STATION] tells me you share our commitment to music in [COMMUNITY/REGION]. In fact, your year-round support is helping make 2018 one of our most successful years ever.

This Saturday, June 30, marks the mid-way point in 2018, and it is also the date we wrap up our budget year. Many sustainers like to add a little extra support at the end of our budget, or “fiscal,” year. If you’d like to give us a mid-year boost …

 Please go to [URL] right now and make a special contribution to [STATION].

 Thanks to your steady, year-round support, public radio is a unique voice for music in [COMMUNITY/REGION]. Thanks to you, we can broadcast and stream carefully chosen music, and also advocate for local artists and venues. It’s a distinct honor to provide performances from [VENUE] to [LOCAL/REGIONAL EXAMPLE], and music from [GENRE] and [GENRE] to emerging [GENRE].

Adding a special June contribution helps make us even stronger. Warm thanks for your generosity, this month and every month.

Sincerely,

P.S. Whether you listen on the radio or online, at home or in the car, all that music depends on friends like you. Please add to your support – a little or a lot - before midnight Saturday. Thank you!