

## GREATER PUBLIC | 2019-20 | JAZZ | GIFT CLUB ADD GIFT SAMPLE LETTER

Dear [NAME],

*Jazz is a stretch.* It's music that stretches the rules to reach beyond boundaries, always looking for what's new in the old, and what's timeless in the new.

*Jazz crosses the line,* always exploring new territory, finding new sources of inspiration in unexpected places, and fresh ways to find the rewards of old stories.

[STATION] shares that readiness to be adventurous with the music we love. The jazz we play every day is music to nurture the open mind—music to surprise you, challenge you, inspire you, and—*always*—to move you with its passion and authenticity.

Jazz wields its power and passion wherever it plays, but here in our community, jazz has found a secure home at [STATION] and thrives because of the devotion of the supportive community who consistently backs it at every turn.

Through your [GIFT CLUB NAME] support of jazz on [STATION], you make a clear and passionate stand for the music you love, and for your commitment to the idea that an enlightened community comes together to support its local cultural treasures.

Because [GIFT CLUB NAME] support forms such an essential foundation for the financial stability of [STATION], I'm writing now to ask you to make an important additional gift to help ensure that our treasured home for jazz continues to play and be heard strong and clear in the months ahead.

[STATION] doesn't answer to the call of shareholders or advertisers or ratings. We answer only to call of jazz and our listeners. That's why, when jazz calls for support, it becomes crucial that [GIFT CLUB NAME] members answer that call.

The call of jazz on [STATION] is heard in the form of bebop, hot jazz, and New Orleans ... cool jazz, free jazz, and West Coast... fusion and Latin jazz... European, Afro-Cuban, and Brazilian... traditional, big band, and jazz so new it hasn't even settled on a name – all of it living, thriving, and playing at [STATION] every day, playing for everyone.

The call of jazz is irresistible. It makes you tap your foot and nod your head. It puts a smile on your face and a rhythm in your day. It carries you far away. It brings you back again.

When you find yourself lost in *Body and Soul* or *'Round Midnight*... then find your way back in *Summertime* or *Mood Indigo*... it's *you* that helps make those musical journeys happen... *you* that helps push beyond the musical horizons for listeners old and new.

Through your crucial support as a member of [STATION]'s [GIFT CLUB NAME], you breathe life and energy into the music that you enjoy so much. You make the music play—it's

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that simple. Jazz lives at [STATION] for you and other jazz lovers—but also because of you. Your ongoing support for [STATION] brings jazz to life.

No other music stretches out to bring the world home in the way that jazz does—no other music is so diverse and open and welcoming... so generous in its approach to creating the magic of music.

Here where we live, there's no other station that shares jazz in such a rewarding and passionate way as [STATION]. No other station has a dedicated public mission to this uniquely American music, pursuing the goal of making great jazz available to everyone whenever they want or need it.

When you respond to the call of jazz with your additional contribution to [STATION] today, you help share all the pleasures that jazz so generously offers.

You share **Ellington** and **Evans**, **Monk** and **Marsalis**, **Adderley** and **Armstrong**. You share **Holiday** and **Hodges**, **Brubeck** and **Basie**, **Getz** and **Gillespie**. You share the deep knowledge and illuminating playlists of our knowledgeable and fascinating hosts.

Just as members of a great jazz ensemble back one another up with intensity, energy, and a readiness to respond generously, the group of jazz fans who have helped build [STATION] over the years play key parts in ensuring the music continues to thrive and prosper. YOU and the other members of the [STATION] [GIFT CLUB NAME] are the foundation of that support system.

Please step forward today to show your extra support for the great jazz on [STATION]. Your additional investment in jazz now will resonate with passion back to you each and every time you connect with [STATION].

Jazz is calling. Please answer the call of the music.

Thank you so much for your support of jazz on [STATION],

[NAME]

[TITLE]

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