

GREATER PUBLIC | 2019-20 | JAZZ | GIFT CLUB RENEWAL LETTER

Dear [NAME],

No other music breaks through barriers and builds lasting bonds the way jazz does. No other music speaks in a language so diverse or reaches us so deeply. That's why there's simply no substitute for jazz and the important role that it plays in your life and in the lives of so many people all across our community.

There's also no substitute for [STATION] because no other station crosses musical boundaries and creates innovative connections like [STATION]. It's the freedom that being a public radio service brings that allows jazz to thrive here, free and unbounded.

There's also no substitute for vital [GIFT CLUB NAME] support like yours—no other funding source comes close to empowering jazz on [STATION] the way that you and your fellow supporters do.

That's why your ongoing support of [STATION] is so important—*you* are the force that helps ensure the next great track will play. Indeed, when you renew your place in the [GIFT CLUB NAME] today, you keep [STATION]'s resources at full strength.

There's no substitute for the powerful impact of [GIFT CLUB NAME] support. Your timely renewal today—even more so if you choose to increase the amount of your support—ensures that your impact continues without interruption.

No other local music service is as independent, innovative, and devoted to jazz as [STATION]. No other station has the promotion of jazz as its primary mission, a loyal community of music lovers as a funding base, and a commitment to excellence as its guiding vision.

These notions of independence, innovation, and excellence are not just central to [STATION]'s commitment to jazz—they're reflections of the values at the heart of jazz itself.

For those of us who love the deep pleasures that jazz brings to our lives, no music returns the rewards that jazz does. Here in our region, there's nothing else that offers the delight and inspiration of jazz in all its forms the way [STATION] does.

Because every song on [STATION] is powered by the fuel of listener support, there is simply no substitute for what *your* prompt [STATION] [GIFT CLUB NAME] **renewal does for jazz here... for the music that means so much to you.**

Great jazz thrives through the force of talent, creativity, and determination. For [STATION] to thrive it takes all that, and more: It depends on listeners like you—who love jazz—to support it.

Thank you so much for your [GIFT CLUB NAME] support,

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[NAME]
[TITLE]

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