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## Intro Copy - Thank You Letter

**INTRO 1**

Dear [NAME],

Thank you for supporting [STATION] during the [CAMPAIGN]. We have put your donation to work bringing the best [news/music] to [COMMUNITY]. Thank you for your generosity.

**INTRO 2**

Dear [NAME],

This [SEASON] you heard the call from [STATION], and answered it. We cannot thank you enough for supporting us.

**INTRO 3**

Dear [NAME],

Our goal each day of broadcast is to talk to our listeners like friends. Your friendship and support is evident in the gift you made to [STATION] this [SEASON].

**INTRO 4**

Dear [NAME],

Your support during the [STATION] [SEASON] campaign helps us create reporting and local stories that our community needs every day. Thank you so very much.

**INTRO 5**

Dear [NAME],

[STATION] works hard to keep our community informed and entertained. Your gift makes the [STORIES/MUSIC] we bring you possible, and ensures our whole community benefits from programs like [PROGRAM 1] and [PROGRAM 2]. Thank you.

**INTRO 6**

Dear [NAME],

I saw that you made a donation to [STATION]. I know you received an automated receipt, but I also wanted to make sure you know how very much your gift is appreciated - thank you!

## Main Body Copy - Thank You Letter

**MAIN BODY 1**

Your support comes at a crucial time. We’ll put it to work right away to fund local reporting from [STATION] newsroom, along with national and international reporting from NPR. When you hear important local stories, you’ll know you made them possible.

**MAIN BODY 2**

It is as true as ever: You hear your donation each time you listen. The impact you make in our community is audible, helping us bring [COMMUNITY] the [stories/music] that matter[s] to them. You help us remain independent and answerable only to the [facts/groove].

**MAIN BODY 3 (news)**

Your donation of [AMOUNT] is an investment in a truly vital community resource - one that’s truthful, well-researched and fact-based. The returns are obvious when you look around [COMMUNITY]: Our listeners are generous, smart, and informed.

**MAIN BODY 4 (music)**

[COMMUNITY] loves music, and [STATION] is the place where your donation gives our community life! From artists on the national stage to locals who create great music in our own backyard, we strive to give our listeners the best in [FORMAT] and it’s only possible because of your support.

**MAIN BODY 5 (music)**

I can’t imagine what our lives would be without music. Here at [STATION], we’re proud to be your destination to connect with the music you love. Your gift of [AMOUNT] helps [STATION] remain steadfast to our shared mission of making certain this music isn’t going anywhere.

**MAIN BODY 6**

In donating to [STATION], you join a generous group of supporters who understand the value our broadcast brings to [COMMUNITY]. Please feel free to reach out to me anytime; I am grateful to connect with our community of supporters!.

## Closing Copy - Thank You Letter

**CLOSING 1**

On behalf of the entire team at [STATION], I again thank you for your support! Your investment in the importance of public media in our community is what motivates our work every day.

**CLOSING 2**

We are here because you took the step of making a donation. Again, we thank you so much!

**CLOSING 3**

I look forward to keeping you informed in the coming months about events, special happenings and other relevant programming information at [STATION]. Your investment in the [FORMAT], means so much to us and the community that we are all a part of. Thank you again.

**CLOSING 4**

Your kind gift of [AMOUNT] is already being put to use to ensure that great programs like [PROGRAM A] and [PROGRAM B] continue to bring our community the [NEWS / MUSIC] we rely on. Thank you.

**CLOSING 5**

Your gift of [AMOUNT] will go directly to ensuring the voices that [INFORM / ENTERTAIN] the people of [COMMUNITY] every day will continue, like [PROGRAM 1] and [PROGRAM 2]. Thank you again.

**CLOSING 6**

Your generosity has made it possible for us to continue our mission to keep our community connected and [INFORMED/ENTERTAINED]. Thank you.