**WINTER/SPRING 2022 | ADD GIFT LETTER | CLASSICAL | EFFORT 1**

Dear [First Name],

No matter what’s happening in the world, there’s always a welcoming and comforting oasis ahead when you turn to the classical music of [**STATION**]. At [STATION], you know you’ve found a refuge from the clamor and stress of the day, a place where music transports you... inspires you... revitalizes you.

You know there’s nothing like the rewards and pleasures of classical music.

And as a [STATION] listener, you know there’s nothing like having the world of classical music always available for you and everyone in our community – wherever you happen to be – on radio, online, and through multiple diverse streams.

***Classical music is your music. [STATION] is your station. We’re here because of you.***

Every day of the year, the continuing pleasures and rewards of [STATION] depend on one fundamental thing – the generous contributions of people like you who treasure the music and understand that it must be backed with community support.

**That’s why I write to ask that you consider all the joyful music that *your [STATION]* has brought you over the years... and then make a generous donation to [STATION] in support of music that adds so much to your life. *Help ensure 2022 is a strong year for classical music in our community.***

[STATION] is where you turn for inspiration, joy, and musical connections that ring deep and true. And because the music you hear is ***yours***,because it speaks to you so deeply, the possibilities for connection and inspiration are endless.

The journeys that [STATION] offers you each time you listen are *always* here for the taking – you know you can depend on the power and joy of classical music when you need it. Instant and easy access to the infinitely rewarding world of music is a truly priceless gift.

***But priceless can’t exist without some means of solid underlying support*.**

For *your* music... for *your* [STATION], the foundational support lifting the music up to be heard – to share its joys with so many – comes from *you*. **YOU are [STATION].**

Please take a moment to support music for your life on [STATION] today.

Thank you so much,

Name

Title

P.S. Your contribution to support **[STATION]** today will play joyful music to inspire and refresh you through many tomorrows. **Please make your generous donation today.**

**WINTER/SPRING 2022 | ADD GIFT LETTER | CLASSICAL | EFFORT 2**

Dear [First Name],

**[STATION] is *your* classical station…** An oasis in your life, for every moment when passion, inspiration, and joy can transform and carry your day into something new.

**[STATION] isBeethoven, Bach, and Brahms...** Schubert, Schuman, and Stravinsky... Mahler, Mozart, and Mendelssohn... Yo-Yo Ma, Glenn Gould, and Itzhak Perlman... and so much more.

**[STATION] is** **live performances and concerts...** local arts connections... illuminating playlists from your favorite hosts... diverse streaming channels online... and always, a calming refuge from the clamor of the day and the weight of the world.

**But most importantly of all, [STATION] is YOU.** Every note you hear, every performance that moves you – every moment of it rests on financial support from listeners like you who cherish a deep passion for the rich and boundless rewards of classical music.

That’s why I ask that you take a moment to make your donation to [STATION] now, to help ensure that classical music continues to play from the heart of [CITY/REGION]. Your music – the music you treasure so much – is *so* worth it.

The music of [STATION] is a powerful inspirational force that resonates through your days, offering joy and beauty, peace and calm, passion and inspiration. And in these times, the musical oasis that [STATION] offers is perhaps more rewarding than ever.

*When you support [STATION] today, you nurture that oasis. You help ensure that the great benefits of classical music continue to play here, clear and strong.*

Every day, [STATION] enriches the musical culture of this region, drawing together music lovers, musicians, students, and local arts organizations, making classical music more accessible, relevant, and inspiring for everyone who seeks it out.

**When you make a donation in support of music on [STATION] today, you’ll help play the music that will inspire you all year long. Day after day you’ll hear the lovely echoes of your gift resonate through the joyful music on [STATION].**

Please stand with [STATION] today and support the power of passion and joy.

With gratitude,

Name

Title

P.S. ***You*** are [**STATION**], and your support of the music you love will bring joy and inspiration to the hearts of so many people in [CITY/REGION]. **Please donate today.**

**WINTER/SPRING 2022 | ADD GIFT EMAIL | CLASSICAL | EFFORT 1**

**Subject Line Options**:

Classical music is your music, [STATION] your station

We’re here because of you

Consider all the joyful music

**Preview text**: Priceless music plays on [STATION] only with your support behind it.

Dear [First Name],

No matter what’s happening in the world, there’s always a welcoming and comforting oasis ahead when you turn to the classical music of [**STATION**]. At [STATION], music transports you... inspires you... revitalizes you.

**Classical music is *your* music. [STATION] is *your* station. [STATION] is here because of *you*.**

The continuing pleasures of [STATION] depend on the generous **contributions** of people like you who understand this musical treasure must be backed with community support.

**That’s why I ask you to consider all the joyful music that *your [STATION]* has brought you... and then make a generous donation to [STATION] to support the music that gives so much.**

Button: **HERE’S MY SUPPORT FOR MY [STATION]**

Instant and easy access to the infinitely rewarding world of music is a truly priceless gift. ***But* priceless *can’t exist without some means of solid underlying support*.**

For *your* music... for *your* [STATION], the foundational support lifting the music up to be heard and shared is... ***YOU***. **Please take a moment to support *your* music on *your* [STATION] now.**

Thank you so much,

[Signature]

Name

Title

**P.S.** Your **contribution** to **[STATION]** today will support joyful music to inspire and refresh you through many tomorrows. **Please make your generous donation now.**

**WINTER/SPRING 2022 | ADD GIFT EMAIL | CLASSICAL | EFFORT 2**

**Subject Line Options**:

Classical music depends on... you

Support your local oasis of classical music

Ensure classical music continues to play

**Preview text**: Your support of classical music nurtures an inspirational oasis.

Dear [First Name],

**[STATION] is *your* classical station…** An oasis always open to you... **Beethoven**, **Bach**, and **Brahms**... live concerts and performances... local arts connections... **Yo-Yo Ma**, **Glenn Gould**, and **Itzhak Perlman**... streaming channels... enlightening playlists... and much, much more.

**But most of all, [STATION] is YOU.** Every note you hear, every performance that moves you – every bit of it rests on financial support from listeners like you who cherish a deep passion for the rich and boundless rewards of classical music.

That’s why I ask that you take a moment to **donate to [STATION] now**, to help ensure that classical music continues to play from the heart of [CITY/REGION].

Button: **YES, I SUPPORT CLASSICAL MUSIC**

**When you support [STATION] now**, you nurture an inspirational oasis of joy and beauty, peace and passion – in these times, perhaps more vital and rewarding than ever.

Day after day you’ll hear the lovely echoes of **your gift** resonate through the music you enjoy. Please stand with [STATION] now and **support the power of passion and joy**.

With gratitude,

[Signature]

Name

Title

P.S. ***You*** are [**STATION**], and your support of the music you love will bring joy and inspiration to the hearts of so many people in [CITY/REGION]. **Please donate now.** Thank you!