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

Dear [First Name],

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

You know there’s nothing like the rewards and pleasures that jazz can offer.

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

***Jazz is your music. [STATION] is your jazz station. And we’re here because of you.***

Every day of the year, the continuing pleasures and rewards of [STATION] depend on one essential thing – the generous contributions of people like you who treasure the legacy of jazz and understand how deserving it is of community support.

**That’s why I write to ask that you consider all the superb 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 make sure 2022 is a strong year for the place of jazz in our community.***

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

The musical journeys that [STATION] offers each time you listen are *always* here for the taking – you know you can depend on the availability of outstanding jazz whenever you want it. Instant and easy access to the infinite delights of jazz is a truly priceless gift.

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

For *your* music... for *your* jazz [STATION], the foundational support lifting the music up to be heard – to share its passion 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 great jazz to inspire and refresh you all through the year. **Please make your generous donation today. Thank you!**

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

Dear [First Name],

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

**[STATION] is *Davis***, ***Desmond***,and ***Dolphy*...** *Monk*, *Mulligan*,and *Mingus*... *Ella*, *Billie*, *Nina*,and *Frank*... *Bird*, *Count*, *Duke*,and *Dizzy*... and a thousand other stars of jazz.

**[STATION] is** **live performances and rare tracks...** local arts connections... illuminating playlists from your favorite hosts... streaming channels online... and always, an invigorating refuge from the uproar of the day and the weight of the world.

**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 – listeners who cherish a deep passion for the endlessly rewarding creativity of jazz.

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

The music of [STATION] is a vital and exhilarating force that resonates through your days, offering deep passion, creative inspiration, and sublime moments of innovation. 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 of jazz. You help ensure that the great benefits of jazz continue to play here, clear and strong.*

Every day, [STATION] enriches our region’s musical culture, drawing together jazz lovers, musicians, students, and local arts organizations, making jazz more accessible, relevant, and inspiring for everyone who seeks it out.

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

Please stand with [STATION] today in support of the power of jazz to inspire us all.

With gratitude,

Name

Title

P.S. ***You*** are [**STATION**], and your support of the jazz you love will bring the endless pleasures of jazz to so many people across [CITY/REGION]. **Please donate today.**

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

**Subject Line Options**:

Jazz is your music, [STATION] your station

We’re here because of you

Consider all the great jazz you hear

**Preview text**: Outstanding jazz 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 inspiring oasis ahead when you turn to the great jazz on [**STATION**]. At [STATION], jazz transports you... uplifts you... revitalizes you.

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

The endless rewards of jazz on [STATION] depend on the generous **contributions** of listeners like you who understand this unique musical resource must be backed by community support.

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

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

Instant and easy access to the infinitely rewarding world of jazz 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 great jazz 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 outstanding jazz to inspire and vitalize you through the months ahead. **Please make your generous donation now.** Thank you!

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

**Subject Line Options**:

Jazz on [STATION] depends on... you

Support your local oasis for jazz

Ensure jazz continues to play on [STATION]

**Preview text**: Your support of jazz nurtures an inspirational oasis for everyone.

Dear [First Name],

**[STATION] is *your* jazz station…** An oasis always open to you... **Davis**, **Desmond**, and **Dolphy**... live concerts and rare performances... local arts connections... **Ella**, **Nina**, **Billie**, and **Frank**... streaming channels... enlightening playlists... **Monk**, **Mingus**, 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 jazz.

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

Button: **YES, I SUPPORT JAZZ ON [STATION]**

**When you support [STATION] now**, you nurture a musical oasis of innovation and inspiration, passion and power – in these times, music that’s more vital and rewarding than ever.

Day after day you’ll hear the musical echoes of **your gift** resonate on [STATION]. Please stand with jazz now and **support the power and passion of *your* music**.

With gratitude,

[Signature]

Name

Title

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