**FYE 2022 | ADD GIFT LETTER | AAA | EFFORT 1**

Dear [First Name],

In our uneasy times, welcoming the spirited and inspired sound of great independent music on [STATION] into your life puts just about any day into a better rhythm.

Especially now, the finely tuned balance that indie music offers is an essential cultural resource for the people of [CITY/REGION].

**The authentic sound of [STATION]’s music is a shared *local* resource. Filling the air with great playlists every day isn’t free, so supporting [STATION] is a vital cause we also share.**

[STATION] is the result of a simple formula: **Local public radio**... *plus* a dedication to sharing **the boundless rewards of music**... *multiplied* by the strength of **local listener support**.

*Put them all together!* You get [STATION]’silluminating playlists and wonderful hosts. You get rewarding daily programs like [***Local*** ***Favorite***], [***Local*** ***Favorite***], and [***Local*** ***Favorite***].

*Put them all together!* You get **[Station favorite]**, **[Station favorite]**, **[Station favorite]**, **[Station favorite]**, and so much more. You get weekend delights to recharge with, programs like [***Local*** ***Favorite***], [***Local*** ***Favorite***], and [***Local*** ***Favorite***].

This simple formula, [STATION]’s outstanding music, and ***your*** powerful support are what keep [STATION] strong each day, every year.

**With the end of our fiscal year fast approaching, NOW is the time when listener support like yours is crucial for this music. To close this fiscal year on solid footing, [STATION] must raise [$XXX,XXX] in the next few weeks.**

**As we plan our budget’s best use of resources for all the exciting music cued up *for* you in the months ahead, [STATION] must count *on* you.**

***Because surely you’ll continue to count on [STATION]!*** You’ll be counting on [STATION] to inspire and delight you with music that brings just the right rhythm to your day—classic tunes, iconic performances, live recordings, new discoveries, unexpected surprises, and enlightening connections to decades of musical authenticity.

**[STATION] *will* inspire! That’s *our* commitment to *you*. Consider how often you rely on [STATION]... then please express *your* commitment to the music of [STATION].**

With my gratitude and appreciation for all your support,

Name

Title

P.S. Listener support creates every inspired musical moment on [STATION]. **Please help [STATION] close out our fiscal year *on goal*. Be a part of this crucial fund-raising appeal today.**

**FYE 2022 | ADD GIFT LETTER | AAA | EFFORT 2**

Dear [First Name],

***We all feel it when we connect to the passion of authentic music.*** The [3-4 short descriptions of station favorites], the incredible voices of [***Local*** ***Favorite***], [***Local*** ***Favorite***], and [***Local Favorite***]...

There’s simply no substitute for the enduring rewards of independent music. And there’s no substitute for the importance of [STATION] to the life of this music in [CITY/REGION].

In times like ours, [STATION]’s dedication to sharing the unending rewards of the musical experience with everyone here is a treasured community resource benefiting us all.

Playlists that lead to unexpected connections... companionable hosts you’re delighted to invite into your life... a remarkable music library of both iconic and rare performances...

Favorite programs like [***Local*** ***Favorite***] and [***Local Favorite***]... this kind of passion and inspiration is just part of what [STATION] offers you and everyone else every day.

And all of it—every note, every performance, every program—is made possible by and dependent on the supporter of generous independent music fans like you.

**With our new fiscal year now just a few weeks away, solid funding for the musical oasis of [STATION] relies on your generosity *today*.**

The simple and irreplaceable fact is that [STATION] depends on listeners like you for the great majority of the annual budget that’s behind the great music you enjoy.

**The bottom line here is that [STATION] is a public service for everyone across [CITY/REGION], so we must all do our part to keep it strong. With [$XX,XXX] left to raise to achieve our goals, your donation is crucial.**

***Inspiration, creativity, balance, exhilaration, beauty*** —these are the rewards awaiting you anytime you connect with [STATION]. As we prepare for our new fiscal year, your generous gift now will help ensure that [STATION] can continue to provide them to you every day!

Thank you so much for your support,

Name

Title

P.S. Your support to meet [STATION]’s fiscal-year-end budget goal is critical. **Please take a few minutes today to make your generous gift to support the great music on [STATION].**

**FYE 2022 | ADD GIFT EMAIL | AAA | EFFORT 1**

**Subject Line Options**:

[STATION] is counting on you

You and [STATION] – critically important

Your support is critical now

**Preview Text:** Your fiscal-year-end donation supports the music you count on.

Dear [First Name],

In our uneasy times, welcoming the inspired sound of great music on [STATION] into your life puts just about any day into a better rhythm.

**The inspired power of music on [STATION] is a *shared* community resource in [CITY/REGION]. Bringing it to the air every day is not free, so supporting [STATION] is a vital cause we also share.**

[STATION] is the result of a simple formula: **Local public radio**... *plus* a dedication to **sharing the enduring rewards** of great music... *multiplied* by the strength of **local listener support**.

Button: **HERE’S MY SUPPORT FOR MUSIC**

With our fiscal year-end approaching fast, NOW is the time when **support like yours is crucial**. To close our fiscal year securely, [STATION] must raise [$XXX,XXX] in the next few weeks.

So, **[STATION] is counting on you**. And you’ll count on [STATION] to deliver exhilaration and inspiration, discoveries and surprises, innovation and imagination, beauty and joy.

**And [STATION] *will* deliver!** That’s *our* commitment to *you*. Consider how often you rely on [STATION]... then please take a minute to **show *your* commitment to great music on [STATION]**.

With gratitude and appreciation for all your support,

[Signature]

Name

Title

**P.S.** Listener support like yours makes *every* moment of [STATION] happen. **Please help [STATION] close out our fiscal year *on goal*. Please be a part of this crucial fund-raising appeal today.**

**FYE 2022 | ADD GIFT EMAIL | AAA | EFFORT 2**

**Subject Line Options**:

Music on [STATION] depends on your support

Your donation makes a crucial difference for great music

Your action is needed now

**Preview Text:** [STATION] must raise [$XX,XXX] to meet our fiscal-year-end goal.

Dear [First Name],

We all feel it when we connect to the passion of authentic music. The [3-4 short descriptions of station favorites], the incredible voices of [Local Favorite], [Local Favorite], and [Local Favorite]...

There’s simply no substitute for the enduring rewards and pleasure of the authentic music on [STATION]. And there’s no substitute for the importance of [STATION] to that music in [CITY/REGION].

And all of it – every note, every performance, every program – is made possible by, and is dependent on, **the support of music fans like you**.

Button: **YES,** **MUSIC CAN COUNT ON ME**

With [STATION]’s new fiscal year just a few weeks away, and [$XX,XXX] left to raise to meet crucial budget-year-end goals, **your donation now can make a crucial difference** for the superb music that offers such great rewards day after day.

**Please take a minute to support [STATION].**

Thank you so much for your support,

[Signature]

Name

Title

**P.S.** Your support is needed today to meet [STATION]’s crucial fiscal-year-end budget goal. **Please take a few minutes now to make your strong contribution in support of [STATION].**