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

Dear [First Name],

In our unsettling times, welcoming the inspiring companionship of classical music on [STATION] into your life makes any day easier and more pleasurable.

Especially now, the balance and harmony of joyful music is an essential cultural resource for the people of [CITY/REGION].

**The transformative music of [STATION] is a shared community resource. Bringing it all to the airwaves 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 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 **Mozart**, **Bach**, **Chopin**, **Puccini**, and **Beethoven**. You get weekend gems to recharge your spirit after a long week, 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 is so important for your music. To close this fiscal year on solid footing, [STATION] must raise [$XXX,XXX] in the next few weeks.**

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

***Because surely you’ll continue to count on [STATION]!*** You’ll count on [STATION] to inspire and delight you with great symphonies, intimate chamber music, fabulous concert performances, wonderful surprises, iconic performances, and intriguing new recordings.

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

With my gratitude and appreciation for all your support,

Name

Title

P.S. Listener support creates every inspiring 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 | CLASSICAL | EFFORT 2**

Dear [First Name],

***We all feel it when we connect with the passion of classical music.*** The heartbreaking beauty of a **Beethoven** sonata, the intricate play of a **Bach** concerto, the perfection of a **Mozart** symphony, the glorious power of a **Verdi** opera—they reach us, and move us, at the most profound level.

There’s simply no substitute for the enduring rewards of classical music. And there’s no substitute for the importance of [STATION] to the robust musical culture of [CITY/REGION].

In times like ours, [STATION]’s dedication to sharing the unlimited pleasures of classical music with everyone here is a community treasure that benefits us all.

Playlists that lead to unexpected connections... companionable hosts you’re delighted to invite into your life... a remarkable classical 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 composition, every program—is made possible by, and is dependent on, the support of classical music lovers like you.

**With our new fiscal year now just a few weeks away, a solid budget 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 behind the glorious music you love.

**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 budget-year-end goals, your donation is crucial.**

 ***Beauty, inspiration, comfort, balance, harmony***—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 critically important. **Please take a few minutes today to make your generous gift to support music on [STATION].**

**FYE 2022 | ADD GIFT EMAIL | CLASSICAL | 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 unsettling times, being able to welcome the uplifting companionship of classical music on [STATION] into your life makes any day easier and more pleasurable.

**The transformative music of [STATION] is a shared community resource in [CITY/REGION]. Bringing it all to the airwaves 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 classical music... *multiplied* by the strength of **local listener support**.

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

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 continue to count on [STATION] for delight and inspiration, comfort and exhilaration, beauty and joy.

**[STATION] *will* delight and inspire!** That’s *our* commitment to *you*. Consider how often you rely on [STATION]... then please take a minute to **show *your* commitment to classical 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 | CLASSICAL | EFFORT 2**

**Subject Line Options**:

Music on [STATION] depends on your support

Your donation makes a crucial difference for 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 classical music. The heartbreaking beauty of a **Beethoven** sonata, the intricate play in a **Bach** concerto, the perfection of a **Mozart** symphony, the power of a **Verdi** opera – they reach us, and move us, at the most profound level.

There’s simply no substitute for the enduring rewards of classical music. And there’s no substitute for the importance of [STATION] to the robust musical culture of [CITY/REGION].

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

Button: **YES,** **[STATION] 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 glorious 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].**