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

Dear [First Name],

In our uneasy times, welcoming the spirited, inspiring sound of great jazz on [STATION] into your life puts just about any day into a better groove.

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

**The transformative power of jazz on [STATION] is a shared *local* resource. Filling the air with fine music 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 jazz**... *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 **Ellington** and **Monk**, **Rollins** and **Adderley**, **Billie** and **Ella**, **Byrd** and **Miles**, 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 essential for this jazz. 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 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 a full century of awesome creativity.

**[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 fine jazz].**

With my gratitude and appreciation for all your support,

Name

Title

P.S. Listener support creates every inspiring moment of jazz 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 | JAZZ | EFFORT 2**

Dear [First Name],

***We all feel it when we connect to the power of jazz.*** The eccentric logic of **Thelonius Monk’s** piano, the beautiful structure of a **Sonny Rollins** solo, the pure sound of **Miles Davis’** trumpet, the incredible voices of **Ella** and **Tony** and **Billie** and **Abbey** and **Dinah**...

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

In unsettling times like ours, [STATION]’s dedication to sharing the unlimited pleasures of the jazz 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 jazz collection 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 support of generous jazz fans like you.

**With our new fiscal year now just a few weeks away, a solid budget for the jazz oasis of [STATION] in the months ahead 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 superb jazz 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 budget-year-end 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!

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 fine jazz on [STATION].**

**FYE 2022 | ADD GIFT EMAIL | JAZZ | 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 inspired sound of great jazz on [STATION] into your life puts just about any day into a better groove.

**The transformative power of jazz 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 jazz... *multiplied* by the strength of **local listener support**.

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

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 jazz 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 | JAZZ | EFFORT 2**

**Subject Line Options**:

Jazz on [STATION] depends on your support

Your donation makes a crucial difference for jazz

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 power of jazz.*** The eccentric logic of **Thelonius Monk’s** piano, the beautiful structure of a **Sonny Rollins** solo, the pure sound of **Miles Davis’** trumpet, the incredible voices of **Ella** and **Tony** and **Billie** and **Abbey** and **Dinah**...

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

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

Button: **YES,** **JAZZ 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 jazz 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].**