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

Dear [First Name],

As we head into fall and changes in the weather, colors, and routines that come with it, the sound of great music on [STATION] is always an invigorating and balancing presence.

Whenever you turn to [STATION], you know you’ll be rewarded by vital passion from music that’s familiar, and enriched by the serendipity of new and unexpected songs and artists.

Enlightening playlists... companionable hosts... inspiring diversity... brilliant musicians – your visits to the oasis of authenticity on [STATION] are exhilarating and relaxing all at once.

There’s nothing to match the passionate power of great music – that’s why [STATION] is dedicated to ensuring independent music plays here for *everyone* throughout [City/Region].

**[STATION] is guided every day by our focused mission of public service – a fierce devotion to the diverse experience of independent music, music we love as much as you do.**

Turn to [STATION] and our musical mission brightens your day withdiverse playlists and the voices of our knowledgeable hosts, with exhilarating musical journeys on shows like [***Local*** ***Favorite***], [***Local*** ***Favorite***], and [***Local*** ***Favorite***].

 Invite [STATION] into your day and our mission elevates you with the brilliance of **[Station Favorite]**, **[Station Favorite]**, **[Station Favorite]**, **[Station Favorite]**, and so many others. Spend weekend time relaxing with [STATION] and you’re sure to find inspiration and restoration in the great music on [***Favorite*** ***Weekend*** ***Show***], [***Weekend*** ***Show***], or [***Weekend*** ***Show***].

***Our mission serves YOU and the music!* [STATION] is inspiring, transformative, and irreplaceable. *But [STATION] relies on your support to perform our mission!* Every timeless track on [STATION] relies on generous members like you!**

Together – *your* strong support, *our* *public* mission – we share with everyone the endless riches that independent music has to offer. Together, we inspire [City/Region]!

**Please take a minute now to help build an inspiring musical future with your gift. Your generosity today will echo harmoniously back to you whenever you turn to [STATION]!**

With gratitude and appreciation for all your support,

Name

Title

P.S. Please donate and **help share the great music on [STATION] that inspires listeners across [City/Region]. [STATION] is relying on YOUR support today!**

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

Dear [First Name],

**You, [STATION], music lovers all across [City/Region] – we make great music together!**

Together, in these turbulent times, we inspire each other and balance our days with the passion and authenticity of superb independent music on [STATION] –what an oasis it is!

It’s an exhilarating daily parade of passionate music we produce together, fine tuning our connections with one another and with the artistic life of our communities.

**Together**, [STATION] and generous members like you combine our efforts to ensure that the sound of authentic, passionate music continues to be widely available here to inspire ***everyone***.

**Each day**, [STATION] is guided by our public mission to share more great artists with YOU. **And each day**, our mission is fueled by funding from listeners who treasure this music.

Members like you help power the passion of **[Station Favorite]**, the songwriting of **[Station Favorite]**, the power of **[Station Favorite]**, the brilliance of **[Station Favorite]**, and the endlessly inspiring music of hundreds of other superb musicians.

The power of [STATION] members is the key to every inspired performance in the playlists of much-loved programs like [***Local*** ***Favorite***], [***Local*** ***Favorite***], and [***Local*** ***Favorite***].

In a year like this, the invigorating sanctuary of great tunes on [STATION] is more important and rewarding than ever, connecting people from every walk of life in [City/Region].

**The sound of music on [STATION] is *rewarding* because the passion, energy, and community connections that flow from it are unique and irreplaceable.**

**YOUR support is *rewarding* because donations from listeners like you provide most of the funding for *every* musical delight you hear on [STATION].**

 ***[STATION] can’t do any of this without listener support! Please give generously today.***

Thank you so much for sharing great musical experiences,

Name

Title

P.S. **Your generous support today** will help produce every inspired song on [STATION] you’ll enjoy tomorrow – and through all the days ahead. **Please make your gift now.**

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

**Subject Lin**e: Inspire independent music! Inspire yourself!

**Preview Text:** Great music thrives on [STATION] because listeners like you support it.

Dear [First Name],

As we head into fall and the changes in weather, colors, and routines that come with it, the sound of great independent music playing on [STATION] is always an invigorating and balancing presence.

Whenever you turn to [STATION], you know you’ll be rewarded by vital passion from music that’s familiar, and enriched by the serendipity of new and unexpected songs and artists.

Enlightening playlists... companionable hosts... inspiring diversity... brilliant musicians – your visits to the oasis of authenticity on [STATION] are exhilarating and relaxing all at once.

**The music on [STATION] is inspiring, transformative, and irreplaceable. *But it plays only because listeners support it!* Every inspired moment on [STATION] relies on generous members like you!**

Button: **I’M INSPIRED TO SUPPORT GREAT MUSIC ON [STATION]**

Invite [STATION] into your day and our mission elevates you with the brilliance of **[Station Favorite]**, **[Station Favorite]**, **[Station Favorite]**, **[Station Favorite]**, and so many others.

Together – ***your* strong support, *our* *public* mission** – we share the timeless rewards of independent music with everyone. **Together, we inspire [City/Region]! Please be inspired to donate now**.

With gratitude and appreciation for all your support,

[Signature]

Name

Title

**P.S.** **Please make your generous donation** and help share the exceptional music on [STATION], inspiring listeners throughout [City/Region].[STATION] is relying on **YOUR support now**!

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

**Subject Line**: Support the independent music you love on [STATION]

**Preview Text:** YOU inspire and empower independent music!

Dear [First Name],

**You... [STATION]... music lovers all across [City/Region] – we make great music together!**

Together, in these turbulent times, we inspire hearts and souls and balance our days with the passion and authenticity of superb independent music on [STATION] – a vital oasis of musical nourishment.

It’s an exhilarating daily parade of passionate music we produce together, fine tuning our connections with one another and with the artistic life of our communities.

**Together**, [STATION] and **generous members like you** combine our efforts to ensure that the sound of authentic, passionate music continues to be widely available here to enrich ***everyone***.

Button: **I WANT TO PLAY GREAT MUSIC ON [STATION]**

**The uplifting sound of music on [STATION] is *rewarding*** because the passion, energy, and community connections that flow from it are unique and irreplaceable.

***YOUR support* is rewarding** because donations from listeners like you provide the majority of the funding for every memorable musical moment you enjoy on [STATION].

***[STATION] can’t serve you with great music without your support! Please give generously now.***

Thank you so much for sharing music with everyone,

[Signature]

Name

Title

P.S. **Your generous support today** will help produce every inspired song on [STATION] you’ll enjoy tomorrow – and in all the days ahead. **Please make your gift now.**