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

Dear [First Name],

As we head into fall and changes in the weather, colors, and routines that come with it, the enduring beauty of classical music on [STATION] is always a joyful and reassuring presence.

Whenever you turn to [STATION], you know you’ll be warmed by the pleasing comfort of the familiar, and enriched by the invigoration of new and unpredictable delights.

Enlightening playlists... companionable hosts... passionate performances... brilliant musicians – your visits to the musical oasis of [STATION] are sure to be rewarding and relaxing.

Nothing matches the musical offerings of the classical repertoire – that’s why [STATION] is dedicated to ensuring its rewards are available to everyone in [City/Region].

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

Turn to [STATION] and our mission brightens your day withdiverse playlists and the voices of our knowledgeable hosts, with the restorative beauty of our daily programs like [***Local*** ***Favorite***], [***Local*** ***Favorite***], and [***Local*** ***Favorite***].

 Invite [STATION] into your day and our mission elevates every moment with the sublime brilliance of a **Beethoven**, **Mozart**, **Bach**, **Schubert**, **Puccini**, or **Gershwin**. Spend the weekend relaxing with [STATION] and you’re sure to be invigorated by the musical highlights of [***Favorite*** ***Weekend*** ***Program***], [***Weekend*** ***Program***], or [***Weekend*** ***Program***].

***Our mission is to serve YOU!* [STATION]’s music is inspiring, transformative, and irreplaceable. *But [STATION] relies on your support to perform our mission!* Every inspired moment spent with [STATION] relies on generous members like you!**

Together – *your* strong support, *our* *public* mission – we share the endless rewards of classical music with everyone. Together, we inspire [City/Region]!

**Please take a minute or two today to help build an inspiring musical future with your gift. Your generosity will echo with joy back to you every time you turn to [STATION]!**

With gratitude and appreciation for all your support,

Name

Title

P.S. Please make your generous donation and **help share the sublime music on [STATION] that inspires listeners across [City/Region]. [STATION] is relying on YOUR support today!**

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

Dear [First Name],

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

Together, in our often tumultuous times, we enrich our days and inspire our hearts with the beautiful companionship of classical music on [STATION] – a sanctuary of balance and joy.

It’s a joyful daily parade of world-class performances we produce together, expanding connections with one another and with the artistic life of our communities.

**Together**, [STATION] and generous members combine our efforts to ensure that the unparalleled legacy of classical music is always widely available here, to enrich everyone.

**Each day**, [STATION] is guided by our public service mission to share classical music. **And each day**, our mission is fueled by funding from listeners who also cherish this music.

[STATION] members help power the passion of **Beethoven’s** sonatas, the nuances of **Haydn’s** quartets, the complexity of **Bach’s** concerto, the grandeur of **Verdi’s** operas, and the majestic scale of **Mahler’s** symphonies.

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

Especially in a year like this, the invigorating refuge of classical music is more important and rewarding than ever, inspiring listeners young and old throughout [City/Region].

**Classical music on [STATION] is rewarding because the joy, enrichment, 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 piece of music that plays on [STATION].**

 ***[STATION] can’t enrich you with music without your support!***

***Please give generously now.***

Thank you so much for supporting classical music,

Name

Title

P.S. **Your generous support today** will help produce every inspiring musical performance on [STATION] you’ll enjoy tomorrow and through all the days ahead. **Please donate now.**

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

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

**Preview Text:** Classical music thrives on [STATION] plays because listeners support it.

Dear [First Name],

As we head into fall and the changes in the weather, colors, and routines that come with it, the enduring beauty of classical music on [STATION] is always a joyful and reassuring presence.

Whenever you turn to [STATION], you’ll be warmed by the pleasing comfort of the familiar, and enriched by the invigoration of new and unpredictable delights.

Enlightening playlists... companionable hosts... passionate performances... brilliant musicians – your visits to the musical oasis of [STATION] are sure to be rewarding and relaxing.

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

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

Invite [STATION] into your day and the power of our musical mission elevates you with the sublime brilliance of **Beethoven**, **Mozart**, **Bach**, **Schubert**, **Puccini**, **Gershwin**, and so many others.

Together – ***your* strong support, *our* *public* mission** – we share the endless rewards of classical music with everyone. Together, we inspire [City/Region]! **Please support [STATION] now**.

With gratitude and appreciation for all your support,

[Signature]

Name

Title

**P.S**. **Please make your generous donation** and help share the sublime music on [STATION] that inspires listeners across [City/Region].[STATION] is relying on **YOUR support** now!

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

**Subject Line**: Support an oasis of joy and beauty

**Preview Text:** [STATION] inspires you. YOU inspire and empower [STATION].

Dear [First Name],

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

Together, in our often tumultuous times, we enrich our days and inspire our hearts with the beautiful companionship of classical music on [STATION] – a sanctuary of balance and joy.

It’s a joyful daily parade of world-class performances we produce together, expanding 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 unparalleled legacy of classical music is always widely available here, to enrich everyone.

**Each day**, [STATION] is guided by our public service mission to share classical music. **And each day**, our mission is fueled by **funding from listeners** who also cherish this music.

Button: **I WANT TO KEEP MUSIC PLAYING ON [STATION]**

**Classical music on [STATION] is rewarding** because the joy, enrichment, 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 piece of music that plays on [STATION].

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

Thank you so much for supporting classical music,

[Signature]

Name

Title

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