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

Dear [First Name],

As we head into fall and changes in the weather, colors, and routines that come with it, the lively rhythms of jazz playing on [STATION] are always an invigorating and balancing presence.

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

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

Nothing matches the passion and intimacy of great jazz – that’s why [STATION] is dedicated to ensuring this timeless music is here for *everyone* throughout [City/Region].

**[STATION] is guided every day by our focused mission of public service – a fierce devotion to the full recorded legacy of jazz, music we cherish just 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 daily journeys through jazz on shows like [***Local*** ***Favorite***], [***Local*** ***Favorite***], and [***Local*** ***Favorite***].

Invite [STATION] into your day and our mission elevates every moment with the brilliance of a **Parker** or an **Ellington**, a **Rollins** or a **Davis**, a **Monk** or a **Mingus**. Spend some weekend time relaxing with [STATION] and you’re sure to find inspiration and restoration in the playlists of [***Favorite*** ***Weekend*** ***Show***], [***Weekend*** ***Show***], or [***Weekend*** ***Show***].

***Our mission is to serve YOU and jazz!* [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 here the endlessly sublime riches that jazz offers. Together, we inspire [City/Region]!

**Please take a minute today to help build an inspired future for jazz here with your gift. Your generosity now will keep your day in fine tune any time you connect to [STATION]!**

With gratitude and appreciation for all your support,

Name

Title

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

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

Dear [First Name],

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

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

It’s an exhilarating daily parade of timeless jazz we produce together! In doing so, we fine tune 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 unparalleled legacy of jazz continues to be widely available here to enrich *everyone*.

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

Members like you power the passion of **Nina, Ella** and **Billie**, the compositions of **Monk** and **Mingus**, the complexity of **Rollins** and **Parker**, the brilliance of **Ellington** and **Miles**, the lyricism of **Evans** and **Getz**, and the endlessly enriching music of hundreds of others.

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 jazz on [STATION] is more important and rewarding than ever, inspiring listeners young and old throughout [City/Region].

**The sound of jazz 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* jazz performance you hear on [STATION].**

***[STATION] can’t serve you with jazz without listener support!***

***Please give generously today.***

Thank you so much for sharing jazz with everyone,

Name

Title

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

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

**Subject Lin**e: Inspire great jazz! Inspire yourself!

**Preview Text:** The jazz experience thrives on [STATION] because listeners support it.

Dear [First Name],

As we head into fall and changes in the weather, colors, and routines that come with it, the lively rhythms of jazz playing on [STATION] are always an invigorating and balancing presence.

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

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

**The jazz 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 JAZZ ON [STATION]**

Invite [STATION] into your day and our mission elevates every moment with the brilliance of a **Parker** or an **Ellington**, a **Rollins** or a **Davis**, a **Monk** or a **Mingus**, a **Getz** or an **Adderley**.

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

With gratitude and appreciation for all your support,

[Signature]

Name

Title

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

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

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

**Preview Text:** Jazz on[STATION] inspires you. YOU inspire and empower jazz on [STATION]!

Dear [First Name],

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

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

It’s an exhilarating daily parade of timeless jazz we produce together! In doing so, we fine tune 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 unique legacy of jazz is always widely available here to enrich the lives of *everyone*.

Button: **YES, I WANT TO HELP PLAY JAZZ ON [STATION]**

**The sound of jazz 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 memorable jazz performance you enjoy on [STATION].

***[STATION] can’t play jazz for you without your support! Please give generously now.***

Thank you so much for sharing jazz with everyone,

[Signature]

Name

Title

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