****

**FISCAL YEAR-END 2024 | ADD GIFT LETTER | CLASSICAL | EFFORT 1**

Dear [First Name],

[STATION] is home to the music you love – music that has the power to bring balance to your day and lift your spirits. Consider how just a few notes can put a spring in your step, and make your day more inspired, more meaningful, more full of joy.

A Mozart sonata, a Haydn quartet, a Bach cantata, a Puccini aria, a Beethoven symphony—every time you tune in to [STATION], you hear the music that can take any day and elevate it to a higher level.

**Like you, I love classical music, and that makes it easy to ask that you make a special budget year-end contribution in support of [STATION]. Through your support you make the music play for everyone—and you spread the joy of classical music to new listeners.**

Renaissance or contemporary, romantic or baroque… orchestral or solo, operatic or instrumental… [STATION] is your oasis, your place of refuge, and your cultural home. But the fundamental reason this public radio station can be the secure and welcoming home for the music you love is because time and time again you and other listeners are ready to support it.

No matter what you’re doing—commuting, exercising, cooking, relaxing, working—classical music has the power to add pleasure, inspiration, and balance to any moment. The companionship [STATION] is always generous and rewarding.

[STATION]’s engaging hosts [NAME], [NAME], [NAME], and [NAME] are your companions with expertise about our great musical heritage. Their carefully curated playlists blend a measure of serendipity, a taste of the unexpected, and the rich comforts of the familiar.

**When you make your budget year-end contribution today, you help ensure that this music you love plays loud and clear for everyone. You help spark the power of classical music to make these times better for so many people.**

You count on [STATION]. You know the music you love is *always* poised and ready to play for you. ***Today, the music and [STATION] count on you***.

Thank you so much for your support of the music,

Name

Title

P.S. **When you support [STATION] today you support the music you love… music that brings pleasure, balance, and inspiration to you and thousands of others**. **Please make your urgently needed budget year-end contribution now**.

**FISCAL YEAR-END 2024 | ADD GIFT LETTER | CLASSICAL | EFFORT 2**

Dear [First Name],

[STATION] makes it easy to find music you love—no matter the time of day, where you are, or what you’re doing. Beautiful music plays on [STATION] around the clock—all you have to do is listen… and your day is made better. Indeed, thousands of others enjoy the same experience you do, because this is community-supported PUBLIC radio.

[STATION] makes your day with playlists you love from [NAME], [NAME], [NAME] and [NAME]. [STATION] makes your day with the majesty of Beethoven, the delicacy of Satie, the rhythms of Gershwin, and the intricate beauty of Bach. [STATION] makes your day with amazing performance broadcasts from celebrated orchestras and ensembles.

**[STATION] makes your day, but it’s actually YOU that deserves much of the credit. It’s *your* support that makes it possible for [STATION] to play the music you love.**

**That’s why I write to ask you to make an additional contribution in support of [STATION] as our budget year is just about to end and it’s important that full funding is secured for the future of this great music.**

The music you love can assume many forms. It might be the ***Trout Quintet***, ***Rite of Spring***, ***The Marriage of Figaro***, a ***Brandenburg Concerto***, ***Appalachian Spring***,or thousands of other enduring works that bring pleasure to so many every time they find an audience.

That’s why [STATION] is no ordinary ingredient in your daily recipe for life. When you embrace classical music as part of your day, you embrace balance, solace, inspiration, and joy. You add reflection, refuge, comfort and clarity. ***You enrich yourself and everyone who listens*.**

**Your support for [STATION] is no ordinary ingredient, either. When you contribute to [STATION] you empower the music that you love and you again enrich yourself and everyone who listens.**

[STATION]’s commitment to classical music is the beating heart of our public mission, but we still rely deeply on an *ongoing commitment* from you.

**Your action now in support of the music that you love helpsensure a strong and vibrant future for [STATION] as we enter a new budget year*.***

With great gratitude,

Name

Title

P.S. **Support the music you love on [STATION] with your budget year-end contribution today. Classical music for *everyone* is depending on you.**

**FISCAL YEAR-END 2024 | ADD GIFT EMAIL | CLASSICAL | EFFORT 1**

**Subject line:**

It’s time to be here for [STATION]

**Pre-header:**

Budget year-end deadline

Dear [First Name],

[STATION] is home to the music you love – music that has the power to bring balance to your day and lift your spirits. Consider how just a few notes can put a spring in your step, and make your day more inspired and full of joy.

Like you, I love classical music, and that makes it easy to ask that you make a special budget year-end contribution in support of [STATION]. Through your support you make the music play for everyone—and you spread the joy of classical music to new listeners.

Button: **HERE’S MY CONTRIBUTION!**

No matter what you’re doing—commuting, exercising, cooking, relaxing, working—classical music has the power to add pleasure, inspiration, and balance to any moment. The companionship [STATION] is always generous and rewarding.

**When you make your budget year-end contribution today, you help ensure that this music you love continues to play loud and clear for everyone.**

**Please be here for [STATION] with your essential budget year-end contribution.**

Thank you,

Name

Title

Button: **GIVE NOW: BUDGET YEAR-END CAMPAIGN**

**FISCAL YEAR-END 2024 | ADD GIFT EMAIL | CLASSICAL | EFFORT 2**

**Subject line:**

Help keep [STATION] strong today

**Pre-header:**

Countdown to budget year-end

Dear [First Name],

[STATION] makes it easy to find music you love—no matter the time of day, where you are, or what you’re doing. Beautiful music plays on [STATION] around the clock—all you have to do is listen… and your day is made better. Indeed, thousands of others enjoy the same experience you do, because this is community-supported PUBLIC radio.

**[STATION] makes your day, but it’s actually YOU that deserves much of the credit. It’s *your* support that makes it possible for [STATION] to play the music you love.**

**That’s why I write to ask you to make an additional contribution in support of [STATION] as our budget year is just about to end and it’s important that full funding is secured for the future of this great music.**

Button: **HERE’S MY CONTRIBUTION!**

[STATION]’s commitment to classical music is the beating heart of our public mission, but we still rely deeply on an *ongoing commitment* from you.

**Your action now in support of the music that you love helpsensure a strong and vibrant future for [STATION] as we enter a new budget year*.***

**Please be here for [STATION] with your essential budget year-end contribution.**

Thank you,

Name

Title

Button: **GIVE NOW: BUDGET YEAR-END CAMPAIGN**