

Key theme – What contributions make possible

Subject: What you can make possible

Pre-header: Your support powers an incredible resource for all

Dear [Salutation],

Member support makes all the difference at [STATION]. It means the freedom to create a soundtrack that speaks to the moment and the ability to connect listeners through the power of music. It's only possible when there is a community that not only believes but takes action.

This fall, the election is also top of mind because we want all our listeners to participate in the election, to take part in making our voices heard, and also to remember that [STATION] will always be here with all the music discovery you need, as a respite from the daily news.

These days, there are so few places in our region where we can truly come together and celebrate each other and the music that gives us joy. **That's why your contribution today matters so much.**

BUTTON: I'M HERE TO CELEBRATE THE POWER OF MUSIC

Engaging in this election can help us feel more purposeful and maybe even hopeful. As you contribute we also hope you'll take advantage of this civic opportunity. Here are some resources:

[REGISTER TO VOTE]

[FIND YOUR POLLING PLACE]

[SIGN UP FOR A MAILED BALLOT]

[FIND THE VOTER'S PAMPHLET]

You make all the difference,

NAME

TITLE

BUTTON: CONTRIBUTE NOW

Key theme – It's a partnership that makes it all possible

Subject: Let's be partners

Pre-header: YOU keep our [STATION] community thriving

Dear [Salutation],

[Station] doesn't bring you breaking news or election coverage - you won't hear us broadcasting a political debate or producing an election guide. But we are a vital part of our amazing community. Every hour of every day, we have the absolute joy of bringing you the music and experiences that enrich your day.

So today I'm asking you to partner with us, vote with your dollars, and say loudly that the connection and community that is built with music is important. Not only that, but keeping this service public and accessible to everyone is critical.

BUTTON: I'M HERE FOR THE MUSIC!

Your values of discovery, inclusivity and creativity come to life in the amazing music you discover and hear here at [STATON]. It is critically important to have the support of loyal listeners who know how crucial it is to have a place for music lovers in our community.

Powerful communities don't just happen. It takes commitment and action. **Make your contribution to ensure that [STATION] can continue to bring the music you love into your life.**

Your partnership and your participation matters.

NAME

TITLE

BUTTON: CONTRIBUTE NOW

Subject: FWD: Let's be partners

Pre-header: Just a quick reminder

[first name] - I bet your email box is just as full as mine, so I'll be quick. The election is looming over our community right now and it is so important that [STATION] can be an energetic place of connection that doesn't rely on political parties or issues. Contributions from listeners power our community - your community.

[STATION] is here for you 365 days a year - to celebrate with you, to connect you to other music lovers, and to comfort you in hard times. [Please become a Monthly Donor and make sure this all continues.](#)

NAME

TITLE

[insert email text from 10/21]

Key theme – We’re here for you – calming copy – steady, trusted, a refuge

Subject: [STATION] is here for you, [First Name]

Pre-header: There will be no shouting here

Dear [Salutation],

The election tomorrow is vitally important. Your participation as a voter is important. What is also crucial is [STATION]’s commitment to treat the election as a serious community activity, essential to our democracy, and to reject the dysfunctional, loud coverage that treats it as a sport.

Tomorrow, when you tune in you will get the music you love, the human connection you crave, and absolutely no shouting about politics.

Your gift now helps to ensure that music on [STATION] continues to thrive and that [STATION] remains a place of respite - accessible for everyone to enjoy.

BUTTON: I’M HERE FOR THE MUSIC!

A commitment to joy, discovery, and community guides [STATION] every day. Your contribution makes it possible to sustain this incredible public service that is so necessary right now.

Your contribution right now to support this work makes you a part of a larger community committed to being connected and thoughtful.

Thank you for supporting YOUR public radio station,

NAME

TITLE

P.S. If you haven’t yet [**Find Your Polling Place**] or [**Drop off your Ballot**] and stay tuned to election coverage **here**.

BUTTON: CONTRIBUTE NOW

Key theme – Election day – power of community

Subject: The power of this community!

Pre-header: We're taking it one step at a time today

Happy Election Day!

Our most important role today, *but really every day*, is to help you feel connected and inspired by the power of music and the power that we have as a community.

One of the amazing things about American democracy is the power of each individual. Each vote matters and each voter has the power and opportunity to shape our country. That individual power means something very particular here at [STATION].

Each listener has the power to shape [STATION] by supporting the work you value . We are tremendously grateful that many listeners have contributed this election season to support our work to help get voters registered and to the polls and also to be a place of calm in the storm of political news.

Today if you haven't yet, [[Find Your Polling Place](#)] or [[Drop off your Ballot](#)]. And when you're ready, check out the election coverage from our friends at [[link to community NPR station](#)]

This work takes resources and commitment, [please make a gift today to show your support for bringing more amazing music to everyone in our community.](#)

With gratitude,

NAME

TITLE

P.S. If the stress of waiting for election results gets to be too much, take a listen to this great new episode of [[Link to Live Performance, Podcast](#)].

Key theme – Stewardship

Subject: Thank you for taking action

Pre-header: Your support during this election season made a difference

Dear [Salutation],

Every election is different, but each one becomes a strong representation of our democracy when the entire community comes together to collectively determine a vision for moving forward.

Over the past six months, we were thrilled to be a place of respite from the taxing partisan rhetoric. And we were pleased to help our community participate in democracy by [encouraging voter registration OR list your activities].

Thank you for embracing your role in our community to help [STATION] keep [GEOGRAPHIC LOCATION] inspired, engaged, and active. Your support did more than simply keep great music playing, although we think that's pretty important!

Your support during this election season kept a source of beauty and discovery steady, increased understanding, and built a platform for an inclusive approach to citizenship.

Thank you for your partnership, your support, and your care for our community.

NAME

TITLE