

89.7



WCPE

Great Classical Music, 24 Hours A Day

December 5th, 2023

Dear Friends of *The Classical Station*,

Our promise to you is to continue broadcasting your *Great Classical Music* with the best quality and fidelity possible, locally, across the Nation, and the World! Help us keep this promise to you and all the *TheClassicalStation's* listeners!

What Your Gift Online, in the Mail, or Your Phone Call, will Do:

You'll be helping us meet the \$1,850,000 total operating expenses which we need to close out 2023 without going into the red. (We need about \$100,000 this month to break even.) These expenses are bare bones; it's basic expenses like electricity and insurance and keeping the 89.7 transmitter running, the Internet streams up, as well as our mini-transmitters on our 89.7 perimeter, and all of the other ways which we bring you our *Great Classical Music*.

From December 26th through the end of the year, we want to **direct our focus to those new listeners who haven't made their first pledge yet, and to our longer listeners who haven't made their pledge during the 2023 calendar year.** It's important that they understand that they have to support WCPE and *The Classical Station* and your help today will make this important task easier for us.

You see, we're going to be in a race, because we'll only have six days to finish out the year in good financial shape. Your help will make getting to the finish line that much easier. We'll be able to address our requests to others, not to you; that means less talking and more music.

What does Your Early Pledge do for the Station?

Your early pledge through the mail or via the internet goes toward the whole end of the year fund drive goal. Because we're closer to the goal with your advance help, we can play more music during the drive and eliminate some pledge breaks. ***Early Pledges really do work!*** A new listener goes through what I call the "*giving gap*". This is the time since they started listening, to when they make their first donation. The newer listeners really don't know how important their gift is, until they hear that you and others believe it is important to support the station. When they realize this, they feel better about joining the ranks as you have already done.

Your personal help is critical to this station, because **unlike any other public broadcast station in the Nation**, we broadcast *Great Classical Music* around the clock, and even further, we do it completely -- 100% -- **without getting a check from any government agency** at all!

"Once you begin to rely on government grants for operations, you lose your autonomy, eventually your identity. The stations in New York City and Washington 40 years ago used to have the autonomy to pursue their own formats. What are they today, boring!" James, Mount Airy, NC

Now you know why YOUR support is so vital to us. It's only your help which keeps WCPE on the air and streaming *TheClassicalStation!* Make the decision

89.7 *Now to support your community radio station. In return, we'll give you quality programming that's entertaining, informative, enlightening, and just plain beautiful!* WCPE

**Would You Give Your Personal Encouragement
Great Classical Music, 24 Hours A Day, Ask them to become Five New Donors?**

I hope you will consider being an "Angel" during this drive by making a personal challenge to five new listeners to become new *Members* of WCPE Radio. We get more pledge calls during a challenge because we can say "if you call in now with your pledge, our Angel will match your gift!" If you've heard this before, its because *Angel Challenges* really do work wonders.

If you're able, your challenge of \$250 or \$500 or \$1,000 will inspire five listeners to pledge \$50 or \$100 or \$200 **and more**. We've even had challenges made on the spur of the moment because new listeners heard someone else's challenge, and liked the idea of having their very first gift doubled!

"I Love this station. My friends are shocked when they get into the car with WCPE playing. But I've convinced them that this is better than that boring music everyone else listens to. Thanks for being available all night when I'm in those stressed out I've got too much homework and it's already midnight moods." Robin

Time and again, we've found that the best way to encourage new listeners to become new *Members* is to give them a challenge; to offer extra encouragement showing that their personal pledge is important and does significant good. We'll put your challenge gift in a restricted account and we'll keep it there until your personal *Angel Challenge* is fully matched. Trust me, it works!

You Can Call in Your Angel Challenge Now and get on the List!

If you're in a good position in your life today, give some serious thought to making an *Angel Challenge* today. At a minimum, you'll double the impact of your gift, you'll bring several new *Donors* into our classical music team, and you will help keep the music playing for someone, who's down on their luck, feeling bad, and needs some beauty in their life!

You can call us at (800) 556-5178 or go to the donate page at <TheClassicalStation.org>.

Those who don't support WCPE don't understand these important points:

They think WCPE gets government funds: No, the government doesn't "pick up our tab". It's that way at most public stations, but not here. We don't get a government check. Your tax money doesn't support *TheClassicalStation* or WCPE Radio. You have to act by making a pledge.

They think someone else will give to WCPE instead: They imagine that our fund drives are not really for them. They have the idea that someone else will pull their weight for them. We can't operate WCPE with those perceptions! It takes a solid financial commitment from *all* our listeners to keep our classical music programming on the air. It's simple: Everyone who listens needs to help with the costs if they're in a position to do so.

They made a gift to another public station "not long ago" and feel they did all their share: Perhaps they did, directly or indirectly, through taxation. But you know WCPE is different from other public stations. Individual support is the sole foundation of our existence. The only way to play your part for *Great Classical Music* is to **make your individual gift**.

They think their "little" gift won't matter much: Nothing could be further from the truth! **The only gift that's too small is the one that isn't made at all.** Each gift cumulatively adds to what we can do in a meaningful way. Each gift makes a difference between just getting by and being able to give you exceptional programming and better service. **Every donation is important!**

89.7

Remembering WCPB Radio and The Classical Station

WCPE

In the fall, the days grow shorter, leaves drop from the trees, and we look back over the years and ponder all we have accomplished with our lives. As one gets past retirement age, I can assure you that you will have your own "December Years". The time comes when we all are doing, or will be doing, this silent and private reflection on the years gone by. We'll think of the good things we did, and we'll sorrow about others, some impossible to retrieve. We'll all ask similar questions of ourselves, sooner or later.

For myself, I feel I may need my retirement funds until the day comes when I'm no longer around. But I have in my will a provision to support *The Classical Station* and *WCPE Radio*. I don't know how long I'll need my retirement funds, so I want to hold onto them right now. But after that, part of the remaining goes to the Station.

You may soon feel something like this, too.

Leaving a legacy is the culmination of one's life merits. Whether one's gift is the result of ensuring your assets pass easily to your heirs, endowing your favorite charities, or both, it's important to have a plan that will follow your wishes fully and effectively. Talk to your tax or estate planner and ask how you can achieve your desires, and please help preserve and protect this *Great Classical Music* for your next generation and theirs to come!

Another way to Continuously Help -- and Help me run the Station:

Become a Sustaining Member! You can donate automatically \$5, \$10, \$15 or whatever you choose automatically, each month or each quarter, with your credit or debit card. Another way *Sustaining Members* help the Station is that you allow us to budget for upcoming expenses much more easily. We can depend on your monthly gift. It helps a lot with paying the monthly bills.

Back to the Important Last Week of the Year Fund Drive!

WCPE is 100% listener-supported community radio. It's not a coincidence that there is a "U" and the word "Unity" in "CommUnity" radio -- the "U" takes the central position. You are central to WCPE. Unlike almost every other public station, we are totally listener supported.

"In the past year, I have come to realize in a new way how important your classical music programming is to me and what a wonderful gift it is to our community!" Joe in Raleigh, NC

Your Personal Support is vital to WCPE and our *Great Classical Music*. YOU keep WCPE on the air 24 hours a day across America!

"Thank you for playing your wonderful music all day which I receive through our local university FM station. It seems other stations cut out more and more music and put in more talk! I am enclosing a check which I hope will help you stay on the air to make my life more pleasant. Thank you!" Yvette in Arizona

"Thank you for providing great music around the clock and with no commercials. We in the San Francisco Bay area are grateful to you in North Carolina. Enclosed please find my contribution." Mary

You can Trust WCPE with Your Donation:

Every time you support WCPE we use your gift for only one purpose, as you asked -- continuing our broadcasts of *Great Classical Music* 24 hours a day. Tune in any time to hear your gift at work! You can come out here and see for yourself an efficient radio station.

89.7

Tell Your Friends the Facts about WCPE and *The Classical Station*

WCPE

Far too many think someone else will give to WCPE instead. Nine out of ten listen but never take the time to make a gift, thinking someone else will make a pledge in their stead. They think **Great Classical Music, 24 Hours A Day** is, we must get tuition or state or federal money, with this erroneous assumption, they feel that they've done their part.

Tell your friends we are a special *community radio station*. On *TheClassicalStation.org* (how we're known to our worldwide listeners) and WCPE (how we're known to our local listeners) everyone hears and enjoys the same music together. Help them understand **everyone who listens to WCPE needs to help with the costs!** *It's the point of listener-supported community radio!*

Gifts to This Station Can be Tax Deductible!

You may have already gotten your tax program. And you must participate **one way or the other**. But you can have some control over the taxes you pay, because when you contribute to our station, you might convert taxable **income** into charitable **deductions** and lessen your tax liability. You might even "accelerate" a gift into this year for the tax advantages it could give you now, sooner than later.

So now it's time for me to ask You to Reaffirm Your Commitment to *Great Classical Music* and WCPE!

Help us reach our goal by making your gift now and helping us play more music during the End of the Year fund drive week! Your gift, through the mail or the Internet, will help ensure that WCPE's *Great Classical Music* is here for you whenever you desire.

You make this *Great Classical Music* possible with your generous support!

Sincerely,

Deborah S. Proctor
General Manager

PS: *If you've not yet made your final 2023 donation, please do so right now*, while you've got this letter in your hand, and you're thinking about all I've just said. It is important.

"I am writing to thank you. Late last fall we found your station on the Internet. My husband was diagnosed with an incurable lung disease; until he died, your station provided him with so much pleasure. As his world narrowed many of the things we loved to do such as opera, dance, theater, and walks became difficult or impossible. Only music was there to bring him peace and joy. I want you to know how much it meant to him. Now, I am finding great solace in the music as well. Thank you so much for making such a difference in our lives." Susan, in California, who wrote us in 2015. There's another Susan and her husband somewhere else today.

"Dear WCPE, I'm 15 years old and I love listening to your radio station. I've been listening to you for about a year. I wanted to pledge money to you, but unfortunately I just spent most of my money on buying a yearbook. So I've decided to give you all the money I have left, four dollars. Next year, I'll set aside enough money to become a Member. I listen to you to help me do my homework. I just want to repay you for some of that help. Thank You." Mandy