

**88.9 WERS**

# Matching Gift Program



## Proposed Schedule for Live Music Week Spring 2022/End of Fiscal Year Fundraiser

### Live Music Week:

- (2) \$3,000 gifts for Afternoons with Phil Jones
- (2) \$5,000 gifts for Mornings with George Knight
- (1) \$10,000 gift for Standing Room Only

### End of Fiscal Year:

- (1) \$3,000 for Afternoons with Phil Jones
- (1) \$5,000 for Mornings with George Knight
- (1) \$5,000 for Standing Room Only



## By The Numbers

- Average amount raised/hour during weekday programming, WITHOUT matching gifts: **\$1,224**  
WITH matching gift: **\$2,657 (up 117%)**
- For Standing Room Only, the average amount raised/hour WITHOUT matching gifts: **\$2,057**  
WITH matching gift: **\$3,955 gifts (up 92%)**
- Largest successful matching gift to date: **\$10,000**

*"Making the biggest difference"*

## Previous Donors

*"We consider WERS to be a vital part of our ability to connect daily to the greater-Boston community, and we can't think of a better way to support local. The dedicated folks at WERS made it easy to get involved; we now feel we're part of something essential to the area's arts culture." –Persis and David Levy, Arlington, MA*

*"WERS is a gem in Boston's radio scene, with its creative and varied programming, and support of our local music and theater performers and groups. And supporting WERS financially is just as easy as tuning into Standing Room Only or The Secret Spot as we do, or any of their other fine shows. Whatever you can give, it's easy, it's feels good, and it keep 'ERS on the air for all." –Lee Ridgway & Donald Vaughan, Boston*

## FAQ

- *Can I give anonymously?* Yes!
- *Can my company make a matching gift?* Sure! In the past, we've welcomed businesses small and large, local and national, to the airwaves to help us fundraise for the station.
- *Can I make my gift over time?* Absolutely. Pledges can be broken into smaller monthly payments so long as they're paid before the end of the fiscal year (end of June 2022).

## Still have more questions? Let me know!

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