# **KUAF Great Invite - Email Templates & Usage Guide**

## **How to Use These Templates**

### **Before You Send**

* **Choose the right template** for your relationship with the recipient
* **Personalize heavily** - these are starting points, not scripts
* **Be genuine** - only invite people who you truly think would appreciate KUAF
* **Follow up** in a week or two to see if they listened

### **Best Practices**

* **Send individually**, not as mass emails
* **Customize the subject line** to feel personal
* **Add specific details** about why you think they'd connect with KUAF
* **Mention specific shows** or times you think they'd enjoy
* **Include your personal story** about how you discovered or use KUAF

### **Timing Tips**

* **Tuesday-Thursday** typically get better response rates
* **Avoid Monday mornings** and Friday afternoons
* **Consider their schedule** - busy parents might prefer evening sends

## **Template 1: Close Friend or Family Member**

**Subject Lines:**

* "Something I think you'd love"
* "I found your kind of radio station"
* "This reminds me of you"
* "You'd really connect with this"

**Template:**

Hey [NAME],

I wanted to share something with you that's become really important to my Northwest Arkansas experience - being a KUAF contributing listener.

You know how [PERSONAL CONNECTION - their interests, values, or situation]? KUAF is exactly that kind of [authentic/thoughtful/community-minded] resource. [SPECIFIC EXAMPLE - "Their morning programming is perfect for your commute" or "You'd love their weekend music discovery" or "Their local journalism would help you understand the region better"].

I've been a contributing listener for [TIME] because [YOUR PERSONAL REASON]. My monthly contribution helps strengthen the bridge that connects our growing community - turning residents into neighbors.

I think you'd really connect with what they do. Give it a listen this week - 91.3 FM, KUAF.com, or through the NPR app.

If you decide to become a contributing listener, mention my name when you join at kuaf.com/invite so I know this conversation led you there.

Either way, I think you'll discover what makes Northwest Arkansas feel like home.

[YOUR NAME]

P.S. - They have supporter events where you can meet other people who are building community here. I think you'd love the connections you'd make.

## **Template 2: New Colleague or Professional Contact**

**Subject Lines:**

* "Your Northwest Arkansas resource guide"
* "Helpful for settling into the region"
* "A local resource I think you'd appreciate"
* "Welcome to Northwest Arkansas"

**Template:**

Hi [NAME],

As you're settling into Northwest Arkansas, I wanted to share a resource that's been invaluable to me - KUAF public radio.

Whether you're [trying to understand local issues/looking for quality news/wanting to discover the region/building professional networks], KUAF serves as an essential guide to our area. [SPECIFIC BENEFIT FOR THEM - "Their local journalism helps you understand what's really happening here" or "Perfect for your commute with trusted news and great music discovery"].

I'm a contributing listener because [PROFESSIONAL REASON - "it keeps me informed about local business and policy" or "it's helped me understand the community I serve" or "it connects me with other professionals who value quality information"].

Give them a listen - 91.3 FM, KUAF.com, or the NPR app. If you find value in what they do, you can learn about becoming a contributing listener at kuaf.com/invite.

Let me know what you think - always happy to talk about great local resources.

Best,

[YOUR NAME]

## **Template 3: Neighbor or Acquaintance**

**Subject Lines:**

* "A neighbor's recommendation"
* "Something that might interest you"
* "Great local resource"
* "From your [street/neighborhood] neighbor"

**Template:**

Hi [NAME],

Hope you're doing well! I wanted to pass along something that's enhanced my experience living in [neighborhood/area] - KUAF public radio.

As neighbors, I thought you might appreciate [SPECIFIC CONNECTION - "their coverage of local issues that affect our area" or "their programming that celebrates what makes this region special" or "their role in connecting people throughout Northwest Arkansas"].

KUAF has become my guide to understanding and enjoying this region. [PERSONAL EXAMPLE - "I discovered my favorite local hiking spot through one of their stories" or "Their morning news helps me start each day informed about what matters locally"].

If you're interested, you can listen at 91.3 FM, KUAF.com, or through the NPR app. They also have information about supporting their work at kuaf.com/invite.

Thought you might enjoy discovering what I've found!

[YOUR NAME]

## **Template 4: Parent at School/Activity**

**Subject Lines:**

* "From a fellow [school] parent"
* "Resource for busy parents"
* "Something for your commute"
* "Local parent recommendation"

**Template:**

Hi [NAME],

As fellow [school/activity] parents, I wanted to share something that's made my crazy schedule a bit more manageable - KUAF public radio.

Whether I'm driving to [school/activities] or trying to stay informed while juggling everything, KUAF gives me [SPECIFIC PARENT BENEFIT - "trusted news without the stress" or "music discovery that doesn't require screen time" or "local information that actually affects our families"].

I'm a contributing listener because [PARENT-SPECIFIC REASON - "I want my kids to see me supporting quality local resources" or "it's one small way I can invest in our community" or "their programming respects my time and intelligence"].

Perfect for car time with kids (they even have educational programming) or those few minutes of peace with morning coffee.

Check them out: 91.3 FM, KUAF.com, or NPR app. If you find it valuable, kuaf.com/invite has information about becoming a contributing listener.

Hope it's as helpful for your family as it's been for ours!

[YOUR NAME]

## **Template 5: Someone Moving to the Area**

**Subject Lines:**

* "Welcome to Northwest Arkansas!"
* "Essential guide for your move"
* "Local resource for newcomers"
* "Help for settling in"

**Template:**

Hi [NAME],

Congratulations on your move to Northwest Arkansas! As someone who [moved here X years ago/has lived here for years], I wanted to share a resource that's been invaluable - KUAF public radio.

Moving to a new place can feel overwhelming, but KUAF serves as an essential guide to our region. [NEWCOMER BENEFITS - "They help you understand local context for national news" or "Perfect way to discover what makes each community special" or "Great for learning about local events and opportunities"].

I became a contributing listener because [NEWCOMER-FOCUSED REASON - "they helped me feel connected to this place" or "they bridge the gap between newcomers like me and longtime residents" or "supporting them felt like investing in my new community"].

Whether you're commuting, unpacking, or just trying to get your bearings, tune in: 91.3 FM, KUAF.com, or NPR app.

If you find them as helpful as I have, you can learn about becoming a contributing listener at kuaf.com/invite.

Welcome to the community!

[YOUR NAME]

P.S. - They host supporter events that are a great way to meet other people who care about the region. Let me know if you'd like to go to one together!

## **Template 6: Follow-Up After Initial Conversation**

**Subject Lines:**

* "Following up on our KUAF conversation"
* "That radio station I mentioned"
* "The local resource we talked about"
* "Quick follow-up from [event/meeting]"

**Template:**

Hi [NAME],

Great talking with you [at/about] [specific context]! You mentioned [what they said about local news/music/community], so I thought I'd follow up on KUAF.

Since our conversation, I keep thinking about how [CONNECTION TO YOUR CONVERSATION - "you'd appreciate their thoughtful approach to local issues" or "their music curation would expand your playlists" or "you'd connect with their community-building mission"].

[RECAP WHY YOU THINK THEY'D LIKE IT based on your conversation]

Easy to check out: 91.3 FM, KUAF.com, or NPR app. And if you find value in what they do, kuaf.com/invite has information about becoming a contributing listener.

Would love to hear your thoughts if you give them a listen!

[YOUR NAME]

## **Quick Text Message Templates**

### **For Close Friends/Family**

* "Found your new favorite radio station - KUAF 91.3. Check it out and let me know what you think!"
* "You'd love KUAF's [morning programming/music discovery/local stories]. 91.3 FM or KUAF.com"
* "Remember how you said [reference previous conversation]? KUAF is exactly that. Give it a listen!"

### **For Professional Contacts**

* "Great local resource for Northwest Arkansas info: KUAF 91.3. Excellent for staying informed about the region."
* "FYI - KUAF public radio is invaluable for understanding local context. Worth checking out."

### **Follow-Up Messages**

* "Did you get a chance to listen to KUAF? Would love to hear your thoughts!"
* "Any favorite KUAF shows yet? I'm curious what caught your attention."
* "Thinking about that supporter event I mentioned - interested in checking it out together?"

## **Conversation Starter Scripts**

### **At Coffee/Casual Meeting**

"I've got to tell you about something that's really enhanced my Northwest Arkansas experience - KUAF public radio. [Specific reason they'd connect]. Have you discovered them yet?"

### **Professional Networking Event**

"As you're getting to know the region, one resource I can't recommend enough is KUAF. They're like having a knowledgeable local friend explain what's really happening here."

### **Neighborhood Gathering**

"Speaking of local resources, do you listen to KUAF? They've become my guide to understanding and enjoying this area. Perfect for [specific benefit for this person]."

### **School/Parent Event**

"Between all the driving we do for kids' activities, I've become addicted to KUAF. Finally found radio that respects my time and intelligence."

## **Success Tips**

### **Do's**

* ✅ **Be authentic** about your own KUAF experience
* ✅ **Customize** every message for the recipient
* ✅ **Follow up** gently to see if they listened
* ✅ **Invite them** to attend a KUAF event with you
* ✅ **Share specific shows** or times you think they'd enjoy

### **Don'ts**

* ❌ **Mass email** the same template to multiple people
* ❌ **Pressure** anyone to become a contributing listener immediately
* ❌ **Send** without personalizing significantly
* ❌ **Follow up** more than twice if they don't respond
* ❌ **Recommend** to people who wouldn't genuinely appreciate it

### **Remember**

The goal isn't just to get new contributing listeners - it's to connect people with something they'll genuinely value. Quality connections matter more than quantity of invitations sent.

## **Tracking Your Success**

### **Keep Simple Notes**

* Who you contacted and when
* Which template you used
* Any personalization you added
* Their response (listened, joined, no response)
* Follow-up timing

### **Share Your Wins**

Let KUAF know about successful referrals! They love hearing supporter success stories and can recognize your community building efforts.

### **Learn and Adjust**

Pay attention to which approaches work best with different types of people in your network. Your personal experience will become the best guide for future invitations.