

MANAGER'S DESK FOR THURSDAY, JANUARY 3, 2019

WELCOME TO THE MANAGER'S DESK, I'M MIKE CORNELL.

IT'S DAY 3 OF THE NEW YEAR. AND BEFORE WE GET TOO FAR FROM THE PREVIOUS YEAR, LET ME SAY A BIG THANK YOU TO EACH ONE WHO REMEMBERED US DURING THE CHRISTMAS HOLIDAYS. A LOT OF RED INK IN 2018 WAS ERASED THANKS TO THE GENEROUS GIFTS OF MANY LISTENERS. WE PRAISE THE LORD THAT THE GIFTS WE RECEIVED ON JUST MONDAY AND YESTERDAY TOTALED APPROXIMATELY \$28,000.

WE BEGIN THE NEW YEAR WITH A BLANK SLATE. AND WITH YOUR HELP WE CAN AVOID THE RED INK THIS YEAR. I RECEIVED A LETTER YESTERDAY SAYING,

PLEASE FIND MY DONATION ENCLOSED. THIS IS THE FIRST TIME I HAVE CONTRIBUTED TO WRVM. I BELIEVE ONE OF YOUR ANNOUNCERS SAID IF EVERY LISTENER DONATED \$6 PER MONTH IT WOULD BE ENOUGH TO FINANCE YOUR RADIO STATION. SO HERE IS MY CONTRIBUTION FOR 6 MONTHS. I HOPE MY CONTRIBUTION WILL HELP KEEP YOUR STATION ON THE AIR. AND THANK YOU ALSO FOR NOT DOING DAYS OF ON-AIR FUNDRAISING. I LIKE HOW YOU INFORM THE LISTENERS OF YOUR NEEDS WITHOUT TAKING DAYS TO DO SO. MAY GOD BLESS YOUR MINISTRY AND PROVIDE THE SUPPORT NEEDED.

THIS LISTENER HIT ON A NUMBER OF IMPORTANT THINGS. I SUSPECT THERE JUST MIGHT BE SOME OTHERS LISTENING WHO HAVE NEVER HELPED TO SUPPORT US FINANCIALLY. JUST MAYBE. BASED ON PAST ARBITRON REPORTS TELLING US HOW MANY PEOPLE ARE TUNING IN AT LEAST ONCE A WEEK, YES, \$5 OR \$6 A MONTH FROM EACH OF THEM WOULD BE MORE THAN SUFFICIENT. FOR THOSE WHO SHUDDER AT THE THOUGHT OF WRITING A CHECK EVERY MONTH, YOU COULD DO AS THIS LISTENER DID OR SIGN UP FOR OUR EZ-GIVING PLAN AND AUTOMATE YOUR GIFT. I ALSO AM GLAD WE DON'T SET ASIDE ENTIRE DAYS TO DO ON-AIR FUNDRAISING. BEFORE COMING TO WRVM 22 YEARS AGO, I WAS INVOLVED WITH MANY ON-AIR FUNDRAISERS. THEY ARE NOT FUN! GOD PROVIDES FOR OUR FINANCIAL NEEDS THROUGH LISTENERS LIKE YOU. WE NEED MORE LISTENERS TO COMMIT TO SUPPORTING US ON A REGULAR BASIS. AS MENTIONED, EVEN \$5 A MONTH MAKES A DIFFERENCE. CAN WE COUNT ON YOU FOR YOUR SUPPORT THIS YEAR? FOR INFORMATION ON OUR EZ-GIVING PLAN VISIT US ONLINE AT WRVM.ORG OR ASK FOR A SIGN UP FORM WHEN CONTACTING WRVM.

OUR MAILING ADDRESS IS: WRVM, PO BOX 212, SURING WI, 54174

OR GIVE ONLINE AT WWW.WRVM.ORG.

THANK YOU FOR JOINING ME FOR THE MANAGER'S DESK, I'M MIKE CORNELL.