

MANAGER'S DESK FOR MONDAY, JANUARY 11, 2021

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

IT'S ALREADY DAY 11 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 AND ALL YEAR LONG. THANKS TO YOU WE WERE ABLE TO FINISH THE 2020 FISCAL YEAR IN THE BLACK. WE PRAISE THE LORD FOR HIS FAITHFULNESS TO US.

FROM TIME TO TIME WE RECEIVE A LETTER FROM A LISTENER THAT BASICALLY SAYS, *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. THANK YOU 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 COUPLE IMPORTANT THINGS. BASED ON PAST ARBITRON REPORTS TELLING US HOW MANY PEOPLE ARE TUNING IN AT LEAST ONCE A WEEK, YES, IF EACH PERSON LISTENING GAVE JUST \$5 A MONTH IT WOULD BE MORE THAN ENOUGH TO COVER OUR EXPENSES. FOR THOSE WHO SHUDDER AT THE THOUGHT OF WRITING A CHECK EVERY MONTH, CHECK OUT OUR EZ-GIVING PLAN AND AUTOMATE YOUR GIFT. FOR INFORMATION ON OUR EZ-GIVING PLAN VISIT US ONLINE AT WRVM.ORG OR ASK FOR A SIGN UP FORM WHEN CONTACTING WRVM. I ALSO AM GLAD WE DON'T SET ASIDE ENTIRE DAYS TO DO ON-AIR FUNDRAISING. BEFORE COMING TO WRVM NEARLY 25 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?

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.