

**RESPONSIVE ACKNOWLEDGEMENT COPY**

Dear [First name],

Thank you! Your generous contribution is already at work bringing vibrant and essential public television to people all across our community. Indeed, your support makes the programs you care most about possible.

Especially, in these unprecedented times, your support assures that resources are available to serve immediate community needs.

* To support our children with extra educational resources while they’re out of school,
* To expand the in-depth, daily reporting from the PBS NewsHour team on our health and economic crisis as well as the consequential upcoming election,
* To keep the ***FRONTLINE*** team stationed worldwide, bringing us daily reports and podcasts, and working on an essential documentary about America’s response to the serious threats and consequences of the coronavirus.

And thanks to you… even in these challenging times, [STATION] continues to be your all-access ticket to amazing adventures with shows like ***NOVA***, ***American Experience***, and ***Travels with Rick Steves****.* Thanks to you… [STATION] continues to be the best storyteller and entertainer around, from ***MASTERPIECE*** to ***Great Performances*** and more.

All of this is available to our community because of your generosity. Your support puts great art, performances and music within reach of the curious… you help share the stories of the celebrated and the unknown… you inspire the child of today to become the scientist of tomorrow… and you power vital news coverage that’s more essential than ever.

***Your contribution is the fuel that makes this unique mission possible and powerful*.** There’s simply no end to what your support can do! And so, ***no end to our gratitude***….

Name

Title

**P.S.** Be sure to stay connected by signing up for the [STATION] e-newsletter. And if your employer matches gift, find out how to increase your impact at [station.org/matching].