

**RESPONSIVE MEMBERSHIP E-RENEWAL**

Dear [First name],

Even though so many of us are still home—and for some, lives have been irrevocably changed,  **[STATION] remains here**, steadfastly reporting facts, truth, and context like we always have… bringing needed respite to the stresses of the day with brilliant drama, music, science, history, and entertainment… and vital right now – serving our kids like never before.

**That’s why I write today to ask you to renew your important [STATION] membership support for another year.**

**RENEW NOW BUTTON**

Even as we each face big changes in our daily lives right now, [STATION] goes above and beyond in its commitment to serve the unique needs of our community,

* Providing **free access to educational programs and resources** while our kids are missing school…
* Delivering the most trusted news and information every single day through ***PBS NewsHour***…
* Bringing you daily reports and podcasts online from the inimitable ***FRONTLINE*** team, and more.
* Bringing you the respite you need from the stresses of the day with ***MASTERPIECE***, ***Great Performances,*** ***NOVA***, ***Nature***, and so much more.

***The very existence of [STATION] depends fully on membership support.***

***Our ability to support our community fully in this critical time relies on you, today.***

Please take your moment now to renew your essential membership.

With gratitude for your partnership,

Name

Title

P.S. [STATION] is always here for you in good times and challenging times. **Please renew your membership now** to ensure this invaluable service continues to exist and thrive. Thank you.