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**CORONAVIRUS MEMBERSHIP EMAIL SERIES SOLICITATION**

**EMAIL #1**

**Subject Line: [STATION] is here for [Community Name]**

Dear [First name],

As we’ve all experienced so many changes in the last few days and weeks, it has never been clearer that [STATION] has a vital role to play in bringing trusted, much-needed programs to families in [COMMUNITY].

And while we each establish new routines and create spaces that feel familiar and comforting, [STATION] is proud to be a place you can turn for support in these difficult times—from educational resources for parents, kids and even curious adults… to trusted fact-based news… to well-loved dramas that nurture your spirit.

**That’s why I ask you to consider making a special gift today to support all the services that [STATION] brings, especially now when these programs are so needed.**

**SUPPORT [STATION] *BUTTON***

[STATION] is working with education and civic leaders closely to ensure that our services can help support our community needs. This has always been a critical part of our purpose –to inform, inspire and connect. This current situation is one more example of the enduring power of public television and member support.

Here’s just some of what’s happening right now – which your donation will support.

* 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.

I know that you believe that everyone deserves free and equal access to these resources. To keep that possible your gift today is essential. Please, we are counting on you to bring this vital work to everyone in this challenging time, regardless of their circumstances.

**Please support [STATION] right now.**

With deep appreciation,

Name
Title

**EMAIL #2 – Send 4 business days later**

**Subject Line: Learning Resources Update**

Dear [First name],

In an unprecedented time, it has been an honor to see how appreciated the programs and services from [STATION] have been. So many people are turning to [STATION] for the outstanding reporting each day on *PBS Newshour* and for treasured favorites like *Call the Midwife.*

Yet the most incredible recent demand is for programs, resources, and activities to support teachers, parents, and kids as they continue to learn outside of school.

**Just like you, we care so much about making sure every family has access to the most creative and enriching media possible right now—accessible and free.** For some families the cost to access educational materials and programs would be an impediment and that is where [STATION] plays a vital role.

**It takes real resources to ensure that every family can get access to critical literacy, math and emotional skill building lessons. Your gift today will help so much as we serve even more kids and families who need your help, right now.**

This is critical and urgently needed programming and your donation now will help raise the $##,### needed to serve you and everyone fully in the months to come.

**PLEASE SUPPORT [STATION] RIGHT NOW.**

You have an opportunity today to make a profound difference in the lives of everyone in our community. Your partnership is crucial and the need of our community is still great.

With deep appreciation,

Name
Title

**EMAIL #3 – Send 1 week later**

**Subject Line: Bringing us together**

Dear [First name],

I hope this find you well. As I shared with you a week ago [STATION] has been so grateful to be a place where our community can find information and respite as we all navigate our new situation.

[STATION] will be here for you day in and day out with programs that bring us together in spirit such as **Ken Burns *Baseball*** and programs that help us understand our current health environment like the ***Confronting Coronavirus: A PBS NewsHour Special.***

One way that we see our role in this new environment is to provide a place of stability for you and your family. [STATION] will be here for you on your TV, on your phone or tablet on the PBS App and online. Whether you need the latest news updates… expertise on starting a new craft project… a few Daniel Tiger songs… or a moment of escape with *Antique Roadshow* – [STATION] is here for you.

Members are at the heart of every program you see, and you make pubic television better with your participation. **Please in this time of community connection commit to supporting something that brings comfort and normalcy to our days.**

Make a gift today and invest in [local community]. Because the way we will get through this challenging time is together.

**PLEASE SUPPORT [STATION] RIGHT NOW**

Everyone in our community has a role to play. **Please take a moment now and support this vital work.** Your partnership is essential to offering each program and each educational resource to everyone.

With deep appreciation,

Name
Title