

**RESPONSIVE MEMBERSIP RENEWAL DIRECT MAIL LETTER**

Dear [First name],

Every day, you and thousands of people all across our diverse community count on [STATION] to bring you intelligent entertainment, powerful learning, and the most in-depth, timely, trusted news and information service in America.

Especially in this unprecedented time, where we face what is potentially the most serious health crisis of our lifetimes, it is clear that [STATION]’s mission to serve with exceptional community-centered programming takes on new significance.

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

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.

Teams here and across the nation continue to work diligently to bring everyone **free access to educational programs and resources** while our kids are missing school… to deliver the most trusted news and information every single day through ***PBS NewsHour***… and to bring you daily reports and podcasts online from the inimitable ***FRONTLINE*** team.

PBS is bringing back a number of treasured ***Ken Burns*** series for you to stream while we can’t connect with each other in person. And the ***FRONTLINE*** team is intently working on a must-watch documentary about America’s response to the threats of the coronavirus.

We firmly believe that it is paramount for everyone in our community to pull together and support each other during this challenging time. I know you believe this too.

Whether you rely on ***PBS NewsHour*** to provide rational, up-to-date information on keeping yourself and your neighbors healthy, or whether you’re relishing episodes of ***Nature***, ***NOVA, MASTERPIECE, Great Performances,*** and ***[LOCAL SHOW]*** to stay connected, remember that ***YOU*** are who [STATION] is here to serve with indispensable news, culture, education, and entertainment of vital importance to the people of our region.

***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. For decades [STATION] has been here for you, steadfast, in good times and challenging times. **Please renew your membership now** to ensure this invaluable service and the programs you care so much about—*the programs you need*—continue to exist and thrive. Thank you