

**RESPONSIVE MEMBERSIP RENEWAL DIRECT MAIL LETTER | MAY 2020**

Dear [First name],

The places in and around [city/region] that we all cherish are still out there, standing tall, even though so many of us are still home—and for some, lives have been irrevocably changed.

**Through this all**, **[STATION] remains here**, 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.

Incredibly, thousands of students and teachers are now tuning in to daily educational broadcasts – and making use of a vast array of **educational resources** for students and their families during the school closures—***for free, accessible to EVERYONE***. The numbers get larger every day!

**Being here in such a profound way for our community demands real resources. That’s why I write today to ask you to commit to renewing your important [STATION] membership support for another year.**

Your renewed support, especially as we each face big changes in our daily lives right now, allows [STATION] to continue to go above and beyond in our commitment to serve the unique needs of our community.

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. Your renewed membership right now is the key to allowing [STATION] to go above and beyond in service to our community throughout and beyond this challenging crisis. **Please be generous. Public television is so very essential right now.** Thank you.