

**RESPONSIVE MEMBERSHIP E-RENEWAL**

Dear [First name],

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.**

**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.

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.

***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.