

**RESPONSIVE SUSTAINER CONVERSION DIRECT MAIL LETTER**

Dear [STATION] Member,

[STATION] is your home for extraordinary television that fulfills your need for learning, growth and joy…broadens your exposure to interesting people, culture and ideas…and provides you with 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 as a monthly sustainer today.**

In times like these, your automatic monthly support not only makes it easy for you to give, but helps [STATION] plan for and fulfill all of your essential program needs.

It’s easy to sign up. You select how much you want to give each month and then your contribution automatically comes to [STATION] from your checking account or credit card. And don’t worry, you can change or discontinue your gift at any time.

It’s the perfect way to make a fresh commitment to the future of public television here.

Members are at the heart of [STATION] – every discovery, every journey, every story we tell is because of you. From ***MASTERPIECE*** to ***Nature***, ***FRONTLINE*** to ***NOVA***, ***Sesame Street***to***Antiques Roadshow***, ***[LOCAL SHOW]***…your support allows [STATION] to offer you the exceptional programs you find here every single day.

Please become the newest Sustaining member of [STATION] today. It’s a great way to invest in the programs and services you care about and need. Thank you.

Sincerely,

Name

Title