**COVID-19 “Stronger Together” series | NEWS | EMAIL 1**

**Subject**: An update from [STATION]

**Preheader**: Responding to this unprecedented crisis

Dear [NAME],

Suddenly our world is very different, filled with uncertainty for each of our families and our community. Let me first assure you that [STATION] is working closely with NPR to protect the men and women who will continue to bring you trusted news. And there’s a practical way you can help.

We don’t want to take even an hour away from coverage of this fast-moving crisis, so we are postponing our traditional pledge drive for community financial support. Frankly, we’re not sure when we might reschedule fundraising, so it is very important that you, and every listener, contribute today to support reporters in [CITY/REGION], and NPR reporters worldwide. You can give online at [STATION].org, or mail a check.

<< DONATE TO SUPPORT UNPRECEDENTED COVERAGE ON [STATION]>>

[STATION] reporters in [CITY/REGION], the U.S. and around the world are tracking the latest developments, including closures, economic impact, medical research about the COVID-19 virus, its impact in other countries, and, most importantly, what you can do to keep you and your loved ones safe.

We need your help now to make this coverage a reality in the critical weeks ahead. You and [STATION] share a commitment to factual reporting without conjecture or hype. And we can continue that work with your financial support. Please [consider increasing your sustaining gift] or [making a gift] today to [STATION].

I know our community will find ways to weather this crisis, and, with your help, [STATION] and NPR will be there every step of the way.

Please keep yourself healthy, and thank you for listening and supporting public radio.

Sincerely,

[NAME, TITLE]

P.S. You may give online now, or mail a check to [STATION, ADDRESS], to help keep public radio strong when we need it the most. Thank you.

**COVID-19 “Stronger Together” series | NEWS | EMAIL 2**

*\*NOTE If possible in this message, share a photo of one a staffer and their WFH de facto studio setup.*

**Subject**: Reminder

Dear [NAME],

Like many of you in [CITY/REGION], the staff of [STATION] are working at home to help combat the spread of the Coronavirus. This has even included members of the [STATION] news team.

Through the power to audio technology, and the creative use of closets and couch cushions, our dedicated reporters who can are working from their homes. And while their working environment is different, their commitment to bringing you comprehensive coverage of the COVID-19 pandemic is stronger than ever.

<<SUPPORT CRITICAL COVERAGE ON [STATION] TODAY>>

*How* we’re working is different, but our need for your support is, frankly, more critical than ever. We have postponed our usual April fundraising drive indefinitely in order to devote every minute to reporting. But we still urgently need the memberships and special donations of every member to sustain [STATION] in the weeks ahead.

Please give online today, or mail your check to our studio. It is more important than ever.

If your contribution is on its way, sincere thanks. If you haven’t yet taken time to give, please don’t delay. Working with NPR, [STATION] continues to provide 24/7 broadcast and web content, and will continue to do so as we always have - with your loyal support.

Warm regards,

[NAME, TITLE]

P.S. You can give online now, or mail a check to our address below. Either way, please do not delay. Many thanks, and our sincere wishes for you and your family.

**COVID-19 “Stronger Together” series | NEWS | EMAIL 3**

Subject: Update from [STATION]

Dear [NAME],

I hope you and your family remain healthy and safe as this health crisis unfolds. I hope the resources on [STATION].org and from NPR are giving you the reliable information you need. And I hope you’ve also taken a break from the news with some music [If you have a music channel include it here].

As you listen to [STATION] programs, you won’t hear fundraising. Though we depend heavily on our April pledge drive, we have postponed on-air fundraising to avoid taking time away from essential reporting.

I honestly don’t know when we will resume fundraising on [STATION], but we urgently need listeners’ financial support. We need to make April the most important on-air fundraising drive you never heard.

<<DONATE TO [STATION] TODAY>>

Please give at [STATION].org today. Many listeners have already done so, or they have mailed a check. Please [make a special gift] [renew your membership] [consider increasing your monthly sustainer gift] [become a member] during April.

We may not have the corporate bankroll of commercial media, but we are confident in friends like you who share the values - and know the value - of public radio.

We hope you are safe and healthy, and we’re grateful for your continued support during these challenging days.

Sincerely,

[NAME, TITLE]

P.S. Please give online today, and remind your friends on social media they can follow [STATION] for thoughtful, trustworthy news. Thanks again.

**EMAIL STRATEGY NOTES:**

* Stations should consider using email aggressively: send an email in the morning, and if the open rates and response rates are good, send it again in the afternoon. You’ll get a response from people who neglected the morning email. Or, if results are good, resending the entire series (slightly edited) a week later.
* Beef up the ask with a challenge or match: “Though we have suspended on-air fundraising, we are still able to match your gift…”
* Use the email series for acquisition to non-member e-news subscribers.
* If you haven’t been using NPR One contacts, use them now. If you have been sending appeals, step up the frequency and use this copy.
* Adapt the copy for social media ads.
* Revise your online giving form to include language from the series.