

COVID- 19 Membership Renewal Letter Template



Dear **[first name]**,

On behalf of **[organization name]**, I'd like to express our deepest gratitude for your continued membership and support. Over the past year, your **[Optional: involvement in (member's interest)]** and commitment to **[organization name]** have enabled us to:

- Raise awareness about...
- Develop programs to benefit...
- Host events to...
- Offer services to...
- Provide resources to...

As we all adjust to life amidst the COVID-19 pandemic, it is our priority to ensure the safety and wellbeing of our community. We understand the challenges our members are facing during these trying times and are working tirelessly to continue serving you and our mission. For detailed information on our COVID-19 response and resources we've put together to help our members navigate the current situation, please visit **[web link]**.

While the world is in crisis, **[organization name]** needs your support more than ever before. As your membership renewal date is approaching, we respectfully ask you to consider renewing your membership to ensure that we can continue serving our members and advancing our mission. Please fill out the form at **[web link]** before **[renewal deadline]** to continue your membership.

You may be asking: how can we ask our members to renew their membership when our economy is suffering, and everyone has taken a hit to their finances? The truth is, **[Organization name]**'s very existence relies on the support of people like you and we will not survive this crisis if our members discontinue their membership.



I am confident in the value we provide and will continue to provide to our members, and hope that you recognize it as well. **[Optional: Having said that, we acknowledge that we're all living in a state of uncertainty and would be happy to temporarily adjust your membership fee or discuss freezing options. Regardless of the adjustment,]** By renewing your membership, you will continue to have access to the following benefits:

- Benefit 1
- Benefit 2
- Benefit 3

Over the next year, we will continue focusing on our mission to **[state mission]** and plan to accomplish the following:

- Goal 1
- Goal 2
- Goal 3

If you have any hesitations, concerns, or suggestions for how we can improve your member experience **[optional: or would like to discuss fee adjustment options privately,]** please reach out to me directly.

Thank you, once again, for your commitment to **[organization name]**.

With gratitude,

[your name]

[title]

[contact info]

