

Sample Nonprofit Communication Regarding Membership Fees

As we all are dealing with the recent effects of the COVID-19 pandemic, please know our organization is continuing to support the community in ways that can help those with the most critical needs. As concerns and gaps in service within our community continue to evolve, our _____ has positioned itself to support the needs in two critical areas. We have identified gaps in childcare for emergency personnel as our highest priority and are offering remaining childcare spots to working parents who are seeking support.

The second and equally important priority is to support our community's seniors, who have limited ability to access basic needs. In an effort to maintain our workforce with a delicate balance of identifying efficiencies, we have mobilized a large contingent of our staff to work in these areas and are prepared to expand offerings as the need continues to expand. I have spoken to state legislators and Mayor _____ and all are supportive in these measured responses.

I would be remiss if not to mention how the _____, one of the area's largest and oldest nonprofit, has been serving the community for ____ years strong, navigating a litany of community and societal issues. Our _____ does not receive federal dollars and is solely dependent on the revenues obtained from membership and program services, as well as donations from thousands of generous individuals, companies and foundations annually. Our _____, like nearly every organization in the United States, is respectfully and prayerfully asking its members to continue with your membership during these difficult times, thus allowing the _____ to meet the current needs and ultimately to remain in existence.

Our commitment to this community, to remain steadfast in our pledge of never turning an individual away due to their inability to pay and to offer programs that meet the needs of youth, teens, and seniors, are all in jeopardy.

However, I am fully aware of individuals' needs of those reading this letter and respect whatever decision each of you is needing to make based on your personal circumstance.

Our initial communication sent on the evening of March 16th was in response to Governor _____ decision to close all facilities statewide where 10 or more individuals can congregate, which includes _____. Our team mobilized and responded quickly to communicate our closure with all members and program participants. Throughout yesterday staff worked quickly to implement processes and procedures to respond to all calls and emails, and answer all questions. Please see below:

- If you would like to continue to support our team by allowing your monthly membership dues to be used for donations, please click here. With this option, you will be able to recognize your gift as a tax-deductible donation.
- Another option to help us keep our team going is to continue paying your monthly membership dues. In exchange for your support during this critical time, we're offering \$112 in _____ Bucks per household membership and \$66 in _____ Bucks per individual membership for each month we are closed. These _____ Bucks may be used for _____ programming. For more information and details regarding the _____ Bucks Program including a list of all programs, please click here.

- If you're unable to continue paying membership dues, we understand. We are happy to put your membership on a temporary hold until we reopen. Please click here to begin the process of changing your membership.
- If you registered for a program or class that has been postponed or canceled, the remaining tuition of the class or program will be applied to your account as a credit to use when we reopen.
- If you have questions or need to talk with one of our helpful staff members regarding your membership, please click here for assistance.

Thank you again for your ongoing support of the _____ and we look forward to when we can all come together again.

Yours in service,