



SAMPLE Pre-Expiration Email Copy

Subject line: Your sustainer credit card is expiring

Dear [First name],

The credit card used for your monthly sustaining membership is about to expire.

Please take just a few moments right now to update your support for [STATION] using [our simple sustainer update form here](#) or call [STATION] member services anytime at [PHONE] to update your payment information.

EVEN BETTER: Avoid future worries when you [switch to an electronic funds transfer \(EFT\) from your bank account](#). ***No more cards to update, and you'll help [STATION] save processing costs!***

Please DON'T send payment details via email.

UPDATE NOW!

There's nothing like knowing every time you tune to [STATION] that YOU have helped make so many wonderful programs possible.

Thank you so much for your ongoing support,

[NAME]



SAMPLE Recapture Email Copy

Subject line: Please update your sustainer credit card

Dear [First name],

The stable, ongoing support of **[STATION]** listeners like you is so important in these times.

But now your credit card can no longer be processed.

Please take just a few moments to update your support for **[STATION]** on [our sustainer update form here](#) or call **[STATION]** member services any time at [PHONE] to update your payment information.

EVEN BETTER: Avoid future worries when you [switch to an electronic funds transfer \(EFT\) from your bank account](#). ***No more cards to update, and you'll help [STATION] save processing costs!***

You can [quickly switch via the form](#) or by phone, but please DON'T send details via email.

*There's nothing like knowing every time you tune to **[STATION]** that YOU have helped make so many wonderful programs possible.*

Thank you so much for your ongoing support. It's so important!

[NAME]

[TITLE]