

# Email Template - Recurring Donations #1

Hi **[First Name]**,

Thank you for your support of **[NPO]**. Thanks to your generosity, **[One beneficiary's success story]**.

Your support has already made an impact on **[beneficiary]** and others like them. But the reality is, **[two or three sentences explaining statistics that represent the bigger problem]**.

Today, you can make your valuable support go even further by joining the **[Recurring Donation Club Name]**—a monthly giving program that **[explain the main purpose]**.

Become a **[Recurring Donation Club Name]** member today and you'll enjoy:

- Knowing that your donation is put to work immediately helps sustain **[NPO's]** mission.
- Monthly updates on the difference your gifts are making. **[This step needs to be fulfilled by the NPO]**
- Hassle-free automatic monthly donations.
- The ability to change or suspend your donations at any time.
- Monthly receipts for tax purposes.
- The joy of knowing that you're making a difference and impacting the lives of **[beneficiaries]**

With just **[\$ amount]** a month, you can **[impact of donation]**.

Thank you for your continued support,

**[Signature]**

## Email Template - Recurring Donations #2

Hi **[First Name]**,

Thanks to our **[Monthly Giving Program Name]**, **[NPO]** can deliver the many resources and services that **[beneficiaries]** rely on.

**[Photo of the impact donations make]**

Here's how much your monthly gift matters to **[beneficiaries]**:

- \$5 a month **[what the donation will provide]**
- \$10 a month **[what the donation will provide]**
- \$20 a month **[what the donation will provide]**
- \$30 a month **[what the donation will provide]**
- \$50 a month **[what the donation will provide]**

What kind of impact will you make this year?

Join **[Monthly Giving Program Name]**, our monthly giving program, today to support our mission of **[Mission]**.

**[Signature]**

## Suggested amount links for CTA

First, you will need to find your organization's URN which you find using your URL.

For example, the URN for this URL

<https://www.mightycause.com/organization/Bombshell-Theatre-Company>  
is *Bombshell-Theatre-Company*

### For retention:

Can we count on your support again this year with a \$100 gift? [link  
<https://www.mightycause.com/donate/INSERTURN?amount=100> ]

### Want a different suggested amount?

Just change the number at the end of the link to the dollar amount of your ask.

For example for \$50:

<https://www.mightycause.com/donate/INSERTURN?amount=50>

### Example:

<https://www.mightycause.com/donate/Bombshell-Theatre-Company?amount=100>

<https://www.mightycause.com/donate/Bombshell-Theatre-Company?amount=50>

### For recurring support with a suggested amount:

For just **\$10** a month, you could [**giving level outcome**]. Join [Monthly Giving Program] today:

<https://www.mightycause.com/donate/INSERTURN?amount=10&recurring=monthly> ]

### Example:

<https://www.mightycause.com/donate/Bombshell-Theatre-Company?amount=10&recurring=monthly>

## Social Media Posts

IMAGE COPY: Support **[Beneficiary]**. Join **[Monthly Giving Program]**.

CAPTION COPY: For just **[lowest giving level]** a month, you could [giving level outcome]. Join Monthly Giving Program] today: **[CTA Form Link]**

IMAGE COPY: Support **[Project Name]**

CAPTION COPY: **[Project Name]** can't happen without you! Join **[Monthly Giving Program]** to help us **[Project Outcome]**: **[CTA Form Link]**

IMAGE COPY: Sponsor a **[Beneficiary]** for Less than **[Monthly Level]** a Month

CAPTION COPY: **[Beneficiary]** needs a champion. Is it you? Sponsor a **[Beneficiary]** today by joining **[Monthly Giving Program]**: **[CTA Form Link]**