

~ FREE TEMPLATES ~

# Enhance Your Monthly Giving Program Emails

A collection of four different email samples, including an appeal, welcome, appreciation, and resolicitation.



## FOREWORD

A great monthly giving program is an essential part of any successful nonprofit. It's an excellent opportunity to give your loyal donors and supporters a chance to continue to support your mission and your nonprofit.

Although many organizations prefer to launch monthly giving programs at the beginning of the year, this isn't always possible due to the time constraints of year-end campaigns. Don't let that stop you from launching your program at any time of the year. If you have the capacity to build out your monthly giving program, there is no wrong time to launch your program.

This guide includes four different email templates and helpful tips and best practices to support your monthly giving program email campaign.

Whether your monthly giving program and recurring donor email campaigns need just a few tweaks, or you're starting from scratch, these email templates will give you what you need to leverage your emails and boost your monthly giving program results.

Keep up the great work!  
The Neon One Team

## EMAIL ONE

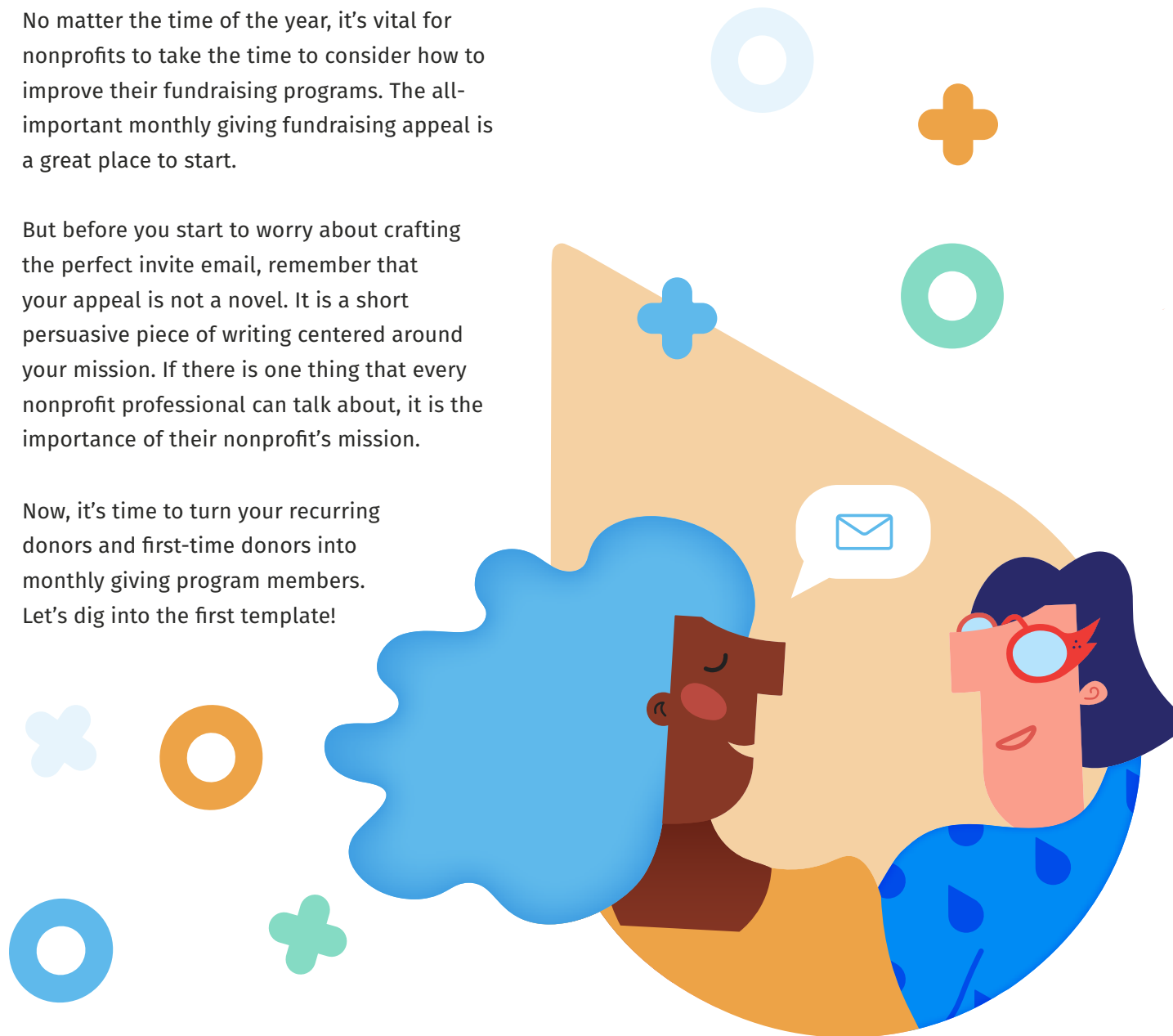
# The Monthly Giving Fundraising Invite & Appeal

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No matter the time of the year, it's vital for nonprofits to take the time to consider how to improve their fundraising programs. The all-important monthly giving fundraising appeal is a great place to start.

But before you start to worry about crafting the perfect invite email, remember that your appeal is not a novel. It is a short persuasive piece of writing centered around your mission. If there is one thing that every nonprofit professional can talk about, it is the importance of their nonprofit's mission.

Now, it's time to turn your recurring donors and first-time donors into monthly giving program members. Let's dig into the first template!



To The [most likely monthly giving prospects](#) are the ones who just gave.

Subject Just \$\_ a month can *[impact action]*<sup>1</sup>

Dear Anna<sup>2</sup>,

Thank you for your recent gift to *[Nonprofit Name]*! Because of you, we are able to *[mission and/or direct impact]*.

We would like to invite you to our monthly giving program, *[Include Monthly Giving Program Name if Applicable]*.

Our program makes regular donations easy, and you get to pick the amount you feel comfortable donating each month. *[Expand on other perks your monthly donors receive]*<sup>3</sup>.

**[Become a Monthly Donor Today]**<sup>4</sup>

Best,

*[Fundraising Coordinator's Full Name]*

*[Fundraising Coordinator, Nonprofit Name]*

[Footer: Like us on Facebook @Organization Name and follow us on Twitter @OrganizationName and Instagram @OrganizationName for up-to-date news!]

1. There's nothing to lose when [asking new donors to join your monthly giving program](#). It helps tie commitment to the excitement.
2. Be sure to include the first name if you have that information. It creates a much more personal experience for your donor.
3. This doesn't have to be a present or a shirt, but try to find a way to make them feel like an extra-special part of your organization.
4. Create a sense of urgency by adding words like "today" or "now." Don't forget to link to a page that makes it easy to become a monthly donor. The more barriers you add, the more likely they won't sign up.

## EMAIL TWO

# The Welcome Email



Send within 24-hours of a member signing up to become a monthly donor.

When emailing a new monthly giving member, it's crucial to express thanks and give them all the information they need to become more informed about the program and your nonprofit.

What can you do to ensure they stay a member of your monthly giving program? How can you continue to get them involved to become a life-long supporter? It's important to make them feel like a special part of your nonprofit's community.

We suggest including the following information in your welcome email:

- Official welcome letter with information about your monthly giving program
- Thank you letter from your Executive Director or Fundraising Coordinator
- List of volunteer opportunities
- Invitation to upcoming events, especially events that include other monthly giving members
- A gift to show appreciation like a magnet, notebook, or t-shirt

The following template is your guide to writing your official welcome email, but we suggest creating a digital folder to include all of the suggestions above as well. It's nice to have all the information in one place, so your monthly donor can come back to it whenever they are looking for information about the program.

To New monthly donors.

Subject Welcome to the *[Monthly Giving Program Name]* community!

*[Header Block]*<sup>1</sup>

*[Visual/Image]*<sup>2</sup>

Dear Mike<sup>3</sup>,

Welcome to the *[Monthly Giving Program Name]* community! We wanted to say thank you for committing to supporting *[mission]*.

To show our appreciation, participation in our monthly giving program includes *[pros of joining your monthly giving community]*.

Without your monthly gifts, we wouldn't be able to *[impact information]*.

**[Learn About the Impact Your Donations Make]**<sup>4</sup>

Before you go, we would like to invite you to our upcoming event, *[Link name of upcoming event]*<sup>5</sup>. We have also included a calendar of upcoming events, so we can get to know you better.

Thank you for joining our *[Monthly Giving Program Name]*,

*[Executive Director's Full Name]*

*[Executive Director, Organization Name]*

P.S. We've attached a "Welcome" folder to this email. It will have everything you need to get more involved and learn more about *[Nonprofit Name]*.

[Footer: Like us on Facebook @Organization Name and follow us on Twitter @OrganizationName and Instagram @OrganizationName for up-to-date news!]

1. Include your logo in the header. If you have a relevant hashtag or monthly giving program name, include that as well.
2. Cue the celebration! Include a snapshot of your staff or a picture from a past event.
3. It creates a much more personal experience for your donor if you include the first name.
4. Add a link to information about your nonprofit's impact on your website.
5. Monthly donors are more likely to stay monthly donors if they feel they are part of your community. Plug an upcoming event.

## EMAIL THREE

# The Thank You Email

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Thanking your monthly and recurring donors is one of the most important fundraising strategies out there. A good thank you letter reassures your donors that the time, money, and support they are giving you make an impact.

When thinking about how often you want to be sending thank you emails to your monthly giving program donors, remember to consider the quality over the quantity of your additional thank yous.

As long as you sent out a thoughtful and sincere thank you after the first donation, your donor will not be expecting a monthly acknowledgment. It's also important to consider that your monthly giving program donors will be receiving most of the "touches" you send to all of your donors, which will keep them updated.

Because there is not an expectation to send a thank you every month when you do send a thank you to your monthly donors, be sure to be as personal as possible and acknowledge the impact that their recurring gifts make on your organization.

You should also consider a real hand-written thank you or phone call on top of your thank you email.

Send once or twice a year.



To All of your monthly giving program and recurring donors.

Subject You've helped us *[Impact from Donations]!*

Dear Anna<sup>1</sup>,

Because of your continued support, we have been able to *[Impact Data Point]!*

*[Visual or Picture showing the Impact]*<sup>2</sup>

You did this, *[Donor Name]*. Gifts like yours help us fuel *[Nonprofit Name]* that has led to *[Mission]*. Including *[Testimonial and direct example of a person, animal, or legislation that you work has supported]*<sup>3</sup>.

Are you looking to get more involved with *[Nonprofit Name]*? We would love to get to know you a bit better. Check out our upcoming events & volunteer opportunities.

**[Get Involved]**<sup>4</sup>

Thank you,

*[Full Name]*

*[Job Title]*

[Footer: Like us on Facebook @Organization Name and follow us on Twitter @OrganizationName and Instagram @OrganizationName for up-to-date news!]

1. Make your thank you personal by including their name!
2. Show a graphic with data to support your work or an original image of your nonprofit at work.
3. Share a specific example, story, or testimonial to touch on the emotional aspect of your work. If the story gets too long, feel free to add a quote and link out to the full story on your website.
4. Use a button to link to your volunteer page or events page to get your recurring donors even more involved and committed to your nonprofit.



## EMAIL FOUR

# The Resolicitation Email



Send once or twice a year,  
or when your organization  
needs the additional support.

Your current monthly donors deeply care about your mission and your organization. They are some of your most loyal supporters. Don't hesitate to ask them to consider increasing their gift.

Before sending out this email, be sure to segment out your monthly giving program members that have just joined the program. Don't push your new donors for more too soon. You don't want to come off as ungrateful. Consider only sending reconciliation emails to supporters who've been a part of your monthly giving program for six months or more.

1. Be sure to include the first name if you have that information. It creates a much more personal experience for your donor.
2. Being transparent about what you are using your money for gives your donors the confidence to keep donating.
3. If your monthly giving program doesn't have a name, you can also include a current campaign that your monthly gifts support.
4. Don't forget to include your linked CTA. Without an easily identifiable next step for your donor, that ask is close to pointless.
5. Use a real photo of your mission in action. If at all possible, don't use a gif or stock image.

To Existing monthly giving or recurring 6+ month donors.

Subject *[First Name]*, together we can *[Mission Goal]*

Dear Anna<sup>1</sup>,

We're so grateful for the community that has funded, volunteered, celebrated, and advocated for *[Organization Name]*.

Today, we're asking for help to cover the cost of *[What The Funds From Your Monthly Giving Program Are Supporting]*<sup>2</sup>. Please consider increasing your monthly donation to the *[Monthly Giving Program Name]*<sup>3</sup>.

#### **[Increase Your Monthly Gift]**<sup>4</sup>

Your increased gift supports us as we continue to adapt to ever-changing circumstances due to COVID-19.

*[Photo Of Who or What Their Donation is Supporting with a Link to Learn More]*<sup>5</sup>.

Because of your generosity, we are able to *[Outcome Of Their Gift]*. We hope that with your continued support, we can *[Goal or Ideal Outcome]*.

Thank you for being a part of our community.

Best,  
*[First and Last Name]*  
*[Job Title]*

P.S. We are always looking to grow our monthly giving community to make an even greater impact. Please consider forwarding this message to family and friends.

# Meet Your Improved Email Tools

We know a large number of our clients rely on email to run successful campaigns. In 2020 alone, Neon CRM clients sent out over 250 million emails to individuals and organizations.

Making email the absolute best it can be is one of our product team's top priorities. That's why we are excited to announce our new and improved email tools for Neon CRM.

Our completely redesigned email builder can now be used for creating modern email campaigns with:


- **Mobile-responsive emails**
- **Multi-column layouts**
- **Advanced formatting options with a brand new text block editor**
- **Improved "tokens" menu**
- **Sidebar controls for easier formatting of the entire email**
- **Full email previews while building**
- **Pre-built templates**

Along with our updated UI, simplified email audience segmentation, and upgraded email server infrastructure, you have everything you need to send successful emails to your donors and volunteers alike.

[GET STARTED WITH NEON CRM](#)



Explore Neon One's collection of social good success cases and the nonprofit technology that got organizations like you there.

 [Chat with a Neon One Salesperson](#)