

# Monthly Giving Examples

## Direct Mail and Email



Brought to you by Joe Garecht and Pamela Grow

# Arizona PBS (DM)



**Pamela says:** The envelope teaser is great. This is a clever pitch, coming straight from "Oscar the Grouch." I like that they list the benefits (one being that you'll never receive another renewal letter!). This is a light-hearted, fun approach.


**Joe says:** One great thing here is that this organization is mailing out one big letter before mailing reminder e-mails. They are saying, "Hey you! You already give to our station! Join our pre-authorized

monthly giving program now, before we start bothering you with membership letters.”

That being said, while the enclosed flyer highlights the mission of the organization, I would have liked the letter itself to do more to highlight why this organization matters and why donor should care to give.

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# Physicians for Social Responsibility (email)



U.S. affiliate of International Physicians for the Prevention of Nuclear War  
recipient of the 1985 Nobel Peace Prize


Support PSR

Dear Tiff:

Our [monthly giving program](#) is the easiest way to provide steady support for the ongoing work of PSR. Giving online means your gift will be put to *immediate* good use in our campaigns.

As a special thanks for your generous commitment to PSR, if you join with a monthly gift of \$15 or more by July 31, we will send you a special 50<sup>th</sup> anniversary commemorative mug.

By [giving monthly](#), you can spread your gift out throughout the year, and make an even bigger impact on the global issues we all care about so deeply.



[Enroll in PSR's monthly giving program](#) by July 31 with a monthly gift of \$15 or more, and receive a special 50th anniversary commemorative mug featuring this design.

**Pamela says:** I liked that PSR didn't beat around the bush; they started right out asking you to join their monthly giving program. They're very clear on what you, the donor, can expect. I'm not a fan of premiums but I imagine that they've done the research and their donors are.

**Joe says:** I agree that the forthrightness on this email was good. E-mail appeals generally can't be as long as direct mail appeals – they need to be shorter and more to the point. However, once again, I

would suggest that this e-mail include more information on the mission of the organization and why they need the money. The e-mail content doesn't really mention that at all, and misses a key opportunity to tell people why they should care enough to make a monthly recurring gift.

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# Doctors Without Borders

The image shows three identical 'FIELD PARTNER CONTRIBUTION VOUCHER' forms from Doctors Without Borders. Each form is designed to solicit a monthly donation and includes the following elements:

- Header:** 'FIELD PARTNER CONTRIBUTION VOUCHER' in a red banner.
- Amount:** A large dollar amount (\$12.50 for the first two, \$15.50 for the third) followed by a description of the gift. For example, '\$12.50 purchases 3 wool blankets to protect refugees against the cold.'
- Text:** 'YES! I want to become a Field Partner and help Doctors Without Borders field staff deliver medical care to victims of wars, natural disasters, and epidemics every day through a monthly gift of:'
- Options:** Two checkboxes: one for the amount and one for a one-time donation of \$\_\_\_\_\_.
- Payment Options:** A section titled 'PAYMENT OPTIONS (Please choose only one option)' with two choices: 'I wish to donate via my checking account' and 'I wish to donate via my credit card'. The credit card option includes fields for signature, date, account number, expiration date, and name.
- Footer:** Donor information: 'J. A. & Rose', '51st St. Apt.', 'New York, NY 10022', and a phone number '028644117 438070801404'. A small logo for 'Printed on Recycled Paper 100%' is also present.



**Pamela says:** I like how they reference the donor's past support and loyalty and frame it as a special invitation. The response device is excellent in terms of how the ask is framed and it's an easy-to-replicate low cost piece.

**Joe says:** Great job! This direct mail monthly giving appeal really stresses that monthly donors are a part of the team. This is key. Your monthly givers are much more a part of your team than your

one-time givers, because they are pledging ongoing support and building a foundation for the ongoing success of your organization.

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# Hope & Heroes



Dear Tiffany,


Complementary medicine—integrated into standard treatment. A Developmental Therapeutics Program—the only one in the tri-state area. The Center For Survivor Wellness—at the frontier of what happens after cancer. These are just a few examples of the programs at the Herbert Irving Child & Adolescent Center that have been created, supported and expanded by you and your charitable giving.

[Become a monthly donor to help support programs like these year round »](#)

We are a world class research institution located in the heart of Upper Manhattan; a nationally ranked medical school with physicians internationally known in the treatment of pediatric cancer; a community hospital serving minority and underserved populations desperate for care; but ultimately our greatest strength is simple - providing state-of-the-art therapy and supportive, compassionate care for the whole family offering the best possible chance for a cure.

In addition to the personal satisfaction that you will gain from

Even \$15 a month can make a huge difference to our patients, families and staff.



Be her beacon of Hope

[Donate Monthly »](#)

**Pamela says:** The best part about this email appeal is that it is short. The images are compelling but the focus is definitely on the organization and not the donor.

**Joe says:** In my mind, this appeal needs a better opening. The opening text, reads:

Complementary medicine—integrated into standard treatment. A Developmental Therapeutics Program—the only one in the tri-state area. The Center For Survivor Wellness—at the frontier of what happens after cancer. These are just a few examples of



the programs at the Herbert Irving Child & Adolescent Center  
that have been created, supported and expanded by you and  
your charitable giving.

I think this is way too complicated. The minute I read the words  
complementary, integrated, and therapeutics, you have lost me.

Instead, start with a clear and emotional tug at the heartstrings that  
makes people want to continue reading. Something like:


Amber is alive today...

...Thanks to you.

Go for powerful, emotional, tear-jerking, must-read opening  
paragraphs/sentences.

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Package](#)

# WWF (email)



**WWF PAPERLESS MEMBERSHIP**

Looking for a way to go paperless?

We are pleased to offer the WWF Paperless Membership program as a way we can work with you toward mutual sustainability. When you [join WWF as a monthly Paperless Member](#), we pledge never to send you any paper mail... EVER!

[Join Now!](#)

And, when you make a monthly donation of at least

Become a Paperless Member today with a monthly gift of at least \$15 and your donation will be matched with a \$100 gift from a generous WWF donor. Your donation will have an even greater impact!

A Small But Powerful Blue Flame

**Pam says:** I like the listing of benefits and the social media links.

**Joe says:** I love the matching gift offer here as an incentive, as well as the listing of benefits. However, I would prefer to see the organization create a strong and personal brand, rather than focus on “paperless giving.” Be creative and customize for your non-profit!

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# Phoenix Children's (email)

**PHOENIX CHILDREN'S Hospital Foundation** Are you *100% FOR CHILDREN?*

**KTAR RADIOTHON!**

BENEFITTING

**PHOENIX CHILDREN'S Hospital** presented by: **HYUNDAI** **HealthNet**  
ValleyHyundaiDealers.com

**Make Miracles Happen Today and Tomorrow During the 11th Annual KTAR Radiothon!**

Listen in today from 3 p.m. - 8 p.m. and Thursday from 5 a.m. - 7 p.m.

Tune in to: News-Talk 92.3 KTAR or Arizona Sports 620

Dial (602) 933-5437 (KIDS) or [Donate Online Now](#).

**Pamela says:** While this email wasn't focused exclusively on monthly giving, I liked the wording of their program: Become a Monthly Miracle Maker.

**Joe says:** Focused on a radiothon, but well branded and well described. Great job!

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# Salvation Army (DM)



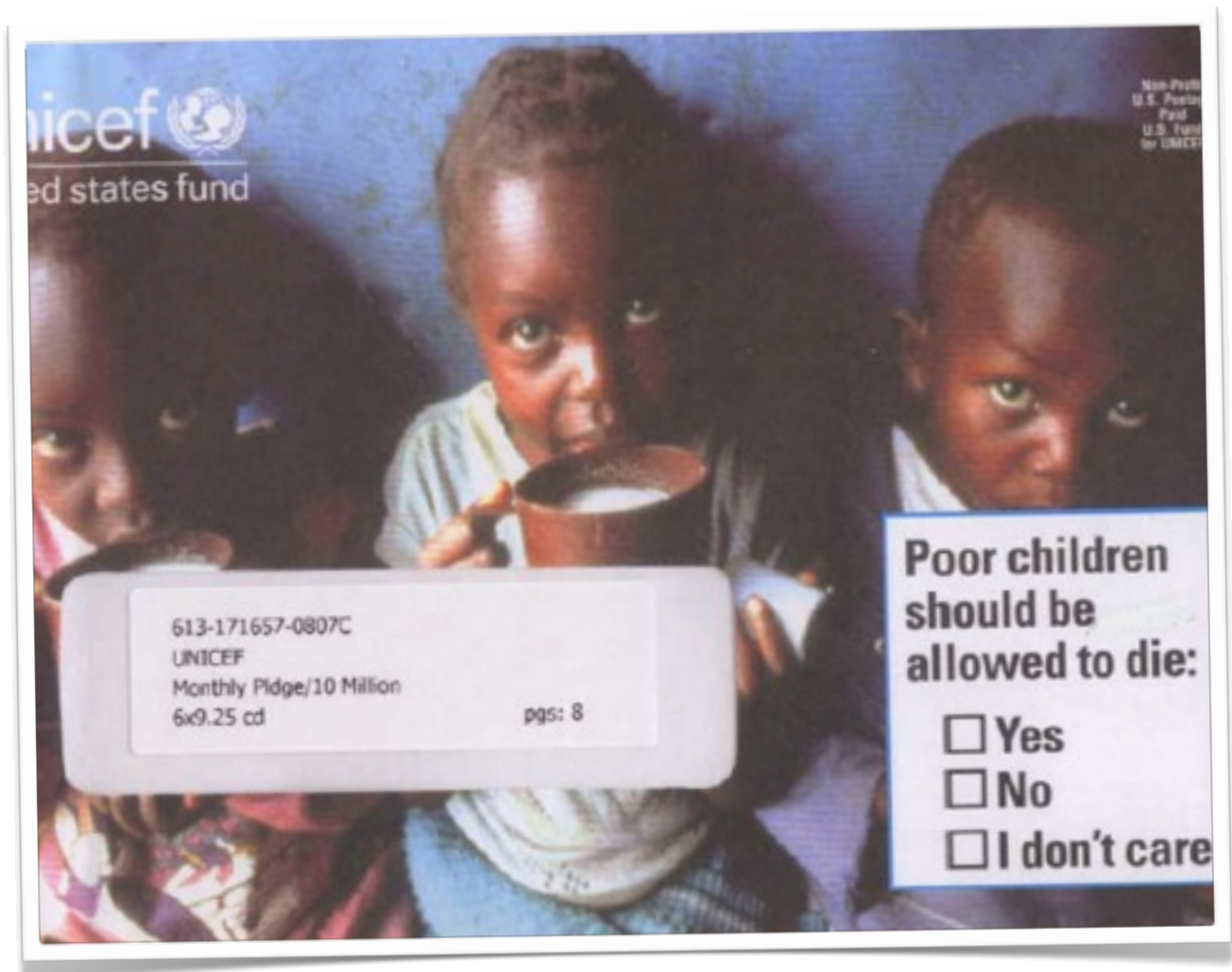
**Pamela says:** Another nice envelope teaser (Are we sending you too much mail?). This one is well framed in terms of making the program a benefit to the donor.

**Joe says:** Great branding, and does a great job of showing the benefits of monthly giving for the donor. That being said, I would like to see more about the MISSION of the organization and WHY people should give monthly.

People will like the fact that they don't get lots of fundraising mail any more, but they will LOVE the fact that they are helping REAL people live BETTER lives.

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this Package](#)

# UNICEF (direct mail)



**Pamela says:** This appeal creates a sense of shared commitment and really draws the donor in. The envelope is manipulative, to say the least.

**From Joe:** I agree that the envelope is WAY too overboard and manipulative. Monthly giving appeals are going to your CURRENT donors. Don't treat them this way!

That being said, the letter itself does a good job of explaining the mission of the organization in a compelling way and tying it to the monthly giving program.

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# Animal Legal Defense Fund



**WINNING THE CASE AGAINST CRUELTY**

Dear Tiffany,

Throughout 2008, the Animal Legal Defense Fund worked tirelessly to build a better world for animals. Our landmark legal victories were made possible thanks to the generous support of our members. If you haven't already seen it, take this moment to watch our [2008 Year in Review slideshow](#) and celebrate all that you've helped ALDF achieve for animals during the last year.

Now, we need your help to continue to lead the fight to protect the lives and advance the interests of animals through the legal system - [pledge to make real, lasting change for animals all year long in 2009 by becoming a "Partner in Protection" and making an automatic monthly donation to ALDF.](#)

The monthly support of ALDF's Partners in Protection is critical in making victories like these possible:

- ◆ **Rescuing animals from abuse:** When three horses, Lucky, Jacks and Pepper, were seized in August due to severe neglect, ALDF concluded the pre-conviction civil forfeiture case, ensuring the horses went immediately to loving foster homes rather than back to their abusive owners.
- ◆ **Creating better laws for animals:** Thanks to a new law written by ALDF, as of last July, criminals convicted of dogfighting in the state of Virginia will face even tougher penalties - including longer

[Donate to ALDF](#) ➔



**Partners in Protection**

The New Year brings many more challenges and opportunities to better the lives of animals in our society.

Your monthly pledge is an easy way to ensure that whatever challenges the new year may bring, ALDF is ready month after month to fight against animal cruelty and to push the courts to recognize that animals are sentient individuals deserving of real legal protection.

(email)

**From Pamela:** There's a lot to be said about straightforward communication and Animal Legal Defense Fund does that well.

**From Joe:** Well done, with good branding, though perhaps too much information cramped onto just one page.



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this Package](#)