

Monthly Giving Ask Template

Fname Lname
Address
City State Zip

Dear Fname,

1. Show your appreciation for your donor's past support

Thank you! Your past support has _____

2. Issue your invitation

Suggested words and phrases

exclusive invitation

as a loyal supporter...

this invitation was prepared just for you

Have you wondered how you can make more of a difference?

"This is the most important thing we've ever asked you to do." (Greenpeace)

"That's why I'm inviting you to become an Earth Advocate today." (NRDC)

3. Extol the benefits of monthly giving

Suggested words and phrases

your convenience

predictable base of support

Help us _____ without ever writing another check!

4. Your case...and how your donor makes it possible

Show impact

5. Your offer

With your gift of just \$5 a month we can _____

Your gift of just \$10 a month means that _____

6. Thank again

"Thanks to you, we work for long-term solutions." (Oxfam)

Sincerely,

Title

7. PS: When you become a monthly donor, you'll have the satisfaction of _____

Consider including a post it "lift" note...

Possibly an FAQ sheet answering commonly asked questions from donors ("can I cancel at any time?"), and outlining benefits.

A sticky note from one of your monthly supporters: "Why I became a monthly donor..."