

## 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. The ask

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 “lif!” note:

Possibly an FAQ sheet answering potential questions from donors (can I cancel at any time?) and outlining benefits to the donor

A sticky note from one of your monthly donors extolling the virtues of your program.