

Recurring Donor Conversion Email Template

Dear [first name] -

Thank you again for your generous ongoing support of [organization].

The donation you made on [insert date of most recent donation] has already had a huge impact on [beneficiaries]. Here's just one story of how your generous donation has helped ...

[insert story about ONE person and use their first name & photo (if able)]

We pride ourselves on changing lives on a daily basis, just like you have enabled us to do with [first name of person in story]. However, we have to spend a lot of time on fundraising to make sure we have the resources that enable this change. A few [week/months/years] ago, we found a solution to this problem through our [name of recurring giving program] program.

[name of recurring giving program] members support [organization] with a monthly donation that is automatically charged to their credit card or drafted from their bank account. For us this is wonderful, as the funds simply show up in our account and we don't have to stop changing lives to raise these vital funds. Most of our [name of recurring giving program] donors also find it very convenient as they don't have to take the time to write a check or make an online donation ... it just happens. It also allows some donors to stretch their giving by spreading out the payments over the full year.

The other great part is that when we contact our [name of recurring giving program] members we simply get to tell great stories of how your donation is changing lives. We no longer have to reach out to request funds, which is sometimes awkward for both of us. Correspondence from [organization] simply gets a whole lot more fun to receive!

I hope you'll take a minute to seriously consider becoming a recurring monthly donor through the [insert name of recurring giving program] program. Based on your past giving, I was hoping that a monthly donation of [insert ask amount] would be comfortable for you. Here's the link to sign up: [insert link]

Thank you again for your ongoing support and consideration of this request ... [insert first name of person in story] greatly appreciates it too!

Sincerely,

[your name]

[your title]

[organization]