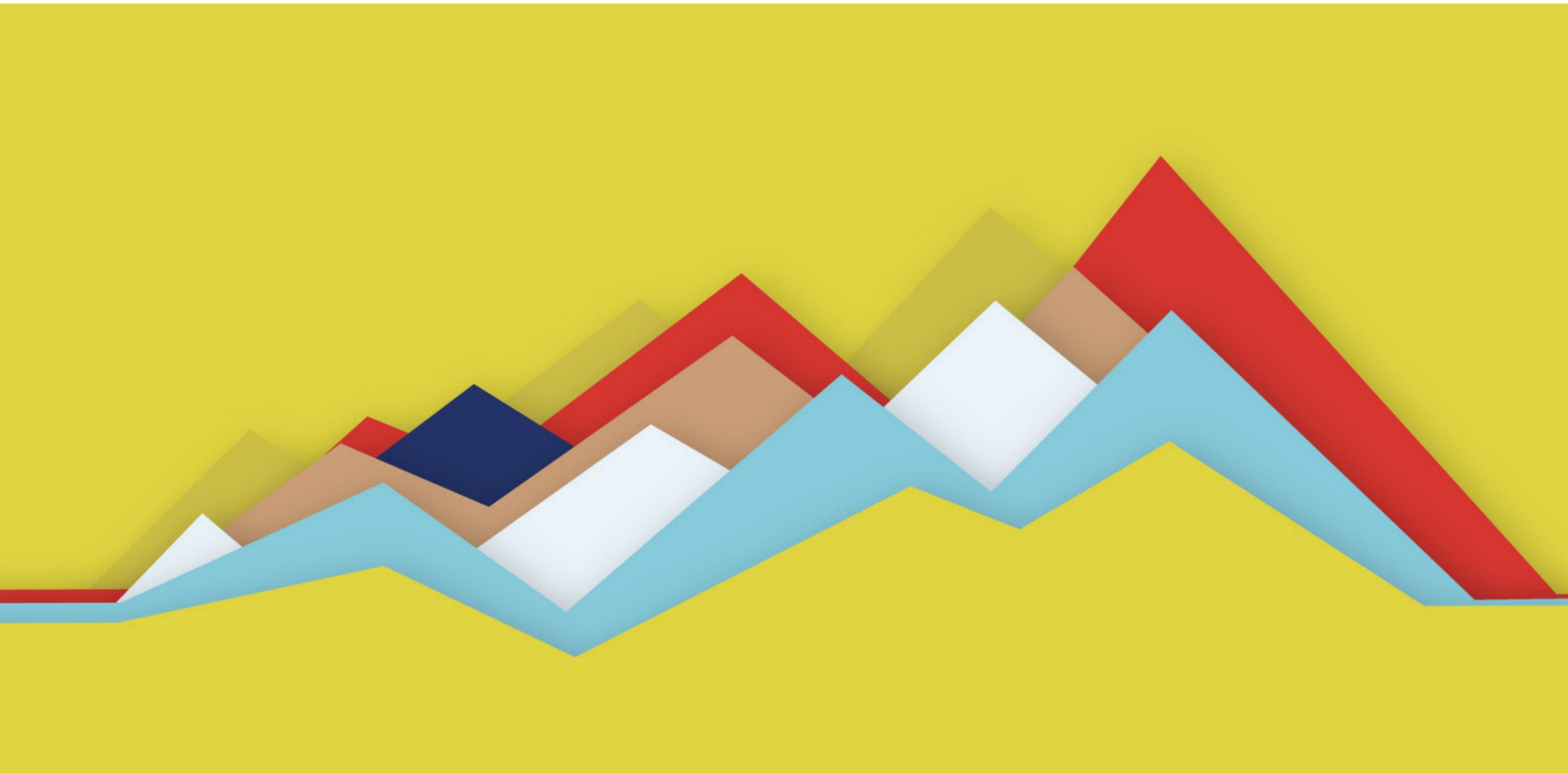


The Monthly Giving Communications Template Kit

Donor-Retention Templates, Tips, and Tools for Nonprofits



www.donorperfect.com



Hi There.

As an inspiring changemaker, you know better than anyone that fueling a nonprofit’s mission is more than a full-time job. That’s why one of the very many hats you wear is dedicated to ensuring that the incredible donors who give to your cause this year keep giving for years to come.

So why the focus on monthly giving? Data shows that inviting donors to celebrate your cause through an ongoing commitment to give results in an increased retention rate, and in turn, an increased annual contribution when compared with one-time and episodic donors. In short, monthly donors give more and they stay with your organization longer. (You’ll see just how much in the infographic on [page 1](#).)

To help you launch and manage a successful monthly giving program that can reliably fund your awesome cause, we’ve created this kit packed with tried-and-true strategies, fill-in-the-blank templates, and top-rated tools and features. We hope that the following pages will empower you to tell your organization’s story in a new and compelling way and lighten the load of managing your program so you and your staff can focus on the work that fills you up the most.

Wishing you and your organization our very best,

The DonorPerfect Team



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Why Monthly Giving?

Reach the Peak of Fundraising Success with a Monthly Giving Program



\$53

A MONTH

Average Monthly Gift

Monthly donors give **MORE**

Median Annual Gift Total

\$360

\$50

ONE-TIME DONORS



MONTHLY DONORS

7x More!

Keep Going, Keep Growing!

Gifts from just 50% of your monthly donors can amount to 65% of your overall annual revenue. Visit the Monthly Giving Success Hub at donorperfect.com/monthly-giving-hub to learn how to launch and grow your program.

Lifetime Value

\$2,400

\$70

ONE-TIME DONOR

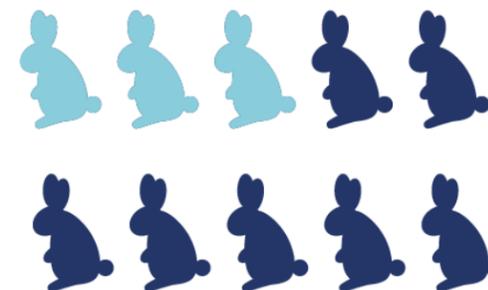


MONTHLY DONORS

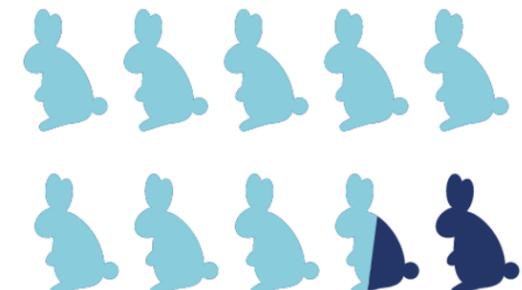
34x higher!

Median amounts based on an average lifetime of over 6 1/2 years.

Only **3** out of **10** one-time donors give again



8.5 out of **10** monthly donors continue giving year after year



*One time donors are defined as donors who give one time over a period of 12 months.

Section 1

The Data's In: Monthly Donors Give More!

The Data's In: Monthly Donors Give More!

There you have it. The numbers show just how much more monthly donors contribute to your mission as both loyal funders and passionate advocates. Now let's delve into the question, "Why monthly giving?" a little more before you begin setting up your new monthly giving program.

Offer Donors an Effortless Way to Support Your Cause

Your monthly giving program enables donors to give **twelve times per year** by filling out a single form just one time. That's why it's the simplest, most effective way for people to support your cause. Monthly giving is the "set it and forget it" of the philanthropy world.

Gain Reliable Revenue to Fuel Your Mission

What if a dedicated group of donors could ensure that your year-round services and long-term projects were fully funded? That's where your monthly giving program comes in.

Timely and predictable, monthly gifts empower your organization to accurately budget for the resources you need to accomplish specific tasks and goals. The more monthly donors you have, the more dollars you can confidently dedicate to both your current and forecasted initiatives.

Engage the Next Generation of Donors

While monthly giving programs are already a favorite of senior donors and individuals on fixed incomes who like the predictability of their giving, millennials and Gen Z donors are also perfect candidates for monthly gifts.

Given their post-college financial constraints, 52% of millennials prefer to show their support for causes they care about by giving small, regular donations that don't squeeze their budget. Your monthly giving program is the perfect place for your donor base of the future to start giving now and grow their gifts as their debts lessen and their incomes rise.

Boost Your Donor Retention Rate

Nonprofit organizations that create and manage their monthly giving programs through DonorPerfect have a sky-high average monthly donor retention rate of 90%. Imagine what that would do for your overall retention rate if over half of your donors joined your monthly giving program!

Starting Your Monthly Giving Program

Don't have a monthly giving program? Don't stress. Getting started is easier than you think.

Once you designate a team member or a small team to "own" it, you can come together to:

Name your monthly giving program.

Pick a name that reflects the incredible qualities of your most dedicated donors. Need some inspiration? Use the templates on [page 10](#).

Set up a system and processes to manage your monthly giving program.

DonorPerfect's affordable software packages offer a wealth of monthly giving program management features that ease any administrative burdens on your team including:

- Unlimited monthly giving donation forms that handle data entry for you
- Automatic processing of recurring gifts at frequencies donors set
- An account updater that ensures donors' banking info stays current
- Constant Contact email marketing to promote your program and provide impact updates
- Intuitive reporting and monthly giving program metrics to inform decisions



Get all the details you need to start your monthly giving program today in *The Monthly Giving Starter Kit*.

[Download Now](#)

Invite donors to join your monthly giving program.

You can't grow your monthly giving program if your donors don't know about it. Share your program using the templates starting on [page 10](#).

3 Ways to Communicate the Impact of Your Monthly Donors

The most effective monthly giving programs show donors how their recurring gifts make them a hero before they decide to join. Don't just let donors know that they can give monthly. Tell them why they *should* give monthly by letting them know exactly what their monthly gift will do.

And once a donor becomes a monthly donor, be sure to continue to tell them the impact of their generous commitment - again and again and again.

Here are 3 ways you can communicate impact in your monthly giving asks:

Option #1: Giving Levels

Establish monthly giving "levels" by listing suggested amounts paired with the resources each one will afford your organization.

For example, Paws + Claws Animal Rescue might describe their first giving level like this: "A \$5 monthly donation feeds two dogs for a month."

To ensure your program is accessible to donors with a fixed income as well as those with flexible budgets, design giving levels that start at \$5 or \$10 and pair them with options to give more.

You should also provide donors the opportunity to choose their monthly gift amount, because every little bit counts, and who knows, some may want to give beyond your top donation level!

Option #2: Dedicated Projects

Designating a specific project to be exclusively funded by monthly donors provides your organization the opportunity to treat donors like the stakeholders they are by giving them an inside look at your project's operations and a say in how it evolves.

There are two types of monthly donor projects:

Ongoing Projects

This "project" could be an ongoing aspect of your program like a service that you offer or you could rotate projects with an end date each quarter or every six months.

For example, Paws + Claws Animal Rescue could choose an ongoing project such as: *Project Kitty Cafe, made possible by our generous Friends of Paws + Claws.*

One-Time Projects

They could also choose a limited or one-time endeavor like funding renovations to their outdoor dog park: *Operation Save Puppy Park, made possible by our generous Friends of Paws + Claws*. As each project comes to a close and a new one begins, provide them with an opportunity to increase their gift amount.

No matter which type you choose, recognize your special project monthly donors with exclusive stakeholder benefits:

- Ask them to vote or contribute their ideas as the project evolves
- Invite them to attend a meeting about the project's next steps at its completion
- Honor these crucial funders by name in a special announcement to your entire community about the project

And as always, keep them posted on how the project is going. It wouldn't happen without them, after all!

The Dedicated Project Name Game

We all know that donors are motivated by different messaging. The practice of calling out your monthly donor-funded projects will enable you to launch compelling campaigns that recruit donors for specific projects that they're passionate about supporting.

Be sure to give your dedicated monthly donor project an actionable name like "Operation Save Puppy Park" and "Project Kitty Cafe".

Either way, you're giving them a choice, and that's a good thing. By providing options as to how your monthly donors can impact your mission, you'll be more likely to convert one-time givers into lifelong supporters.

Option #3: Sponsorships

If your organization serves people, animals, or a mission that enables you to give monthly donors the option of becoming a sponsor, be sure to leverage this powerful way to connect donors to the change they're funding.

- For example, Paws + Claws can launch a monthly donor program called "Sponsor a Shelter Pet."
- For a set monthly amount, donors can fund their food, care, lodging, veterinary expenses, and more.
- Monthly donors receive an email containing a photo and detail about the pet they sponsor.

Over time, monthly donors receive updates about their pet along with photos that show how happy and well-cared-for they are thanks to their generosity.

But shouldn't a monthly sponsorship be ongoing? Of course! So define what "ongoing" looks like to you. For example, once a sponsored pet finds a forever home at Paws + Claws, the donor will receive an email about their new pet who's benefiting from their generosity.

Not an animal shelter? No problem!

In the same way, a food bank can allow donors to sponsor a family to provide meals each month to families in need. A local environmental organization can ask donors to "adopt a tree." You get the idea.

With a little bit of creativity, you'll find that no matter what your organization's mission, there's probably a way to offer a sponsorship option for your monthly donors.

Build the type of monthly giving program that works best for your organization.

As the idea that requires the least amount of work in terms of updating your donors, giving levels may work better for your monthly giving program than an adoption option.

To find your fit, ask yourself:

- How much time can we dedicate to our monthly giving program?
- Do we have a special project that can use reliable revenue?
- Would an adoption option make sense considering our mission?

Note that you can certainly offer more than one type of monthly giving option, especially when you have unlimited online forms that enable you to create specific monthly donor groups with ease.

Our advice? Start with one and aim to gain 5 monthly donors in one month. Then 5 more the next. And focus on growing your program with the option you have until you feel it's time to add another one or pivot to a new option completely.

The good news is, no matter which options you choose or how quickly your program grows, up to 90% of the donors who sign up for your monthly giving program are here to support your mission for the long haul.

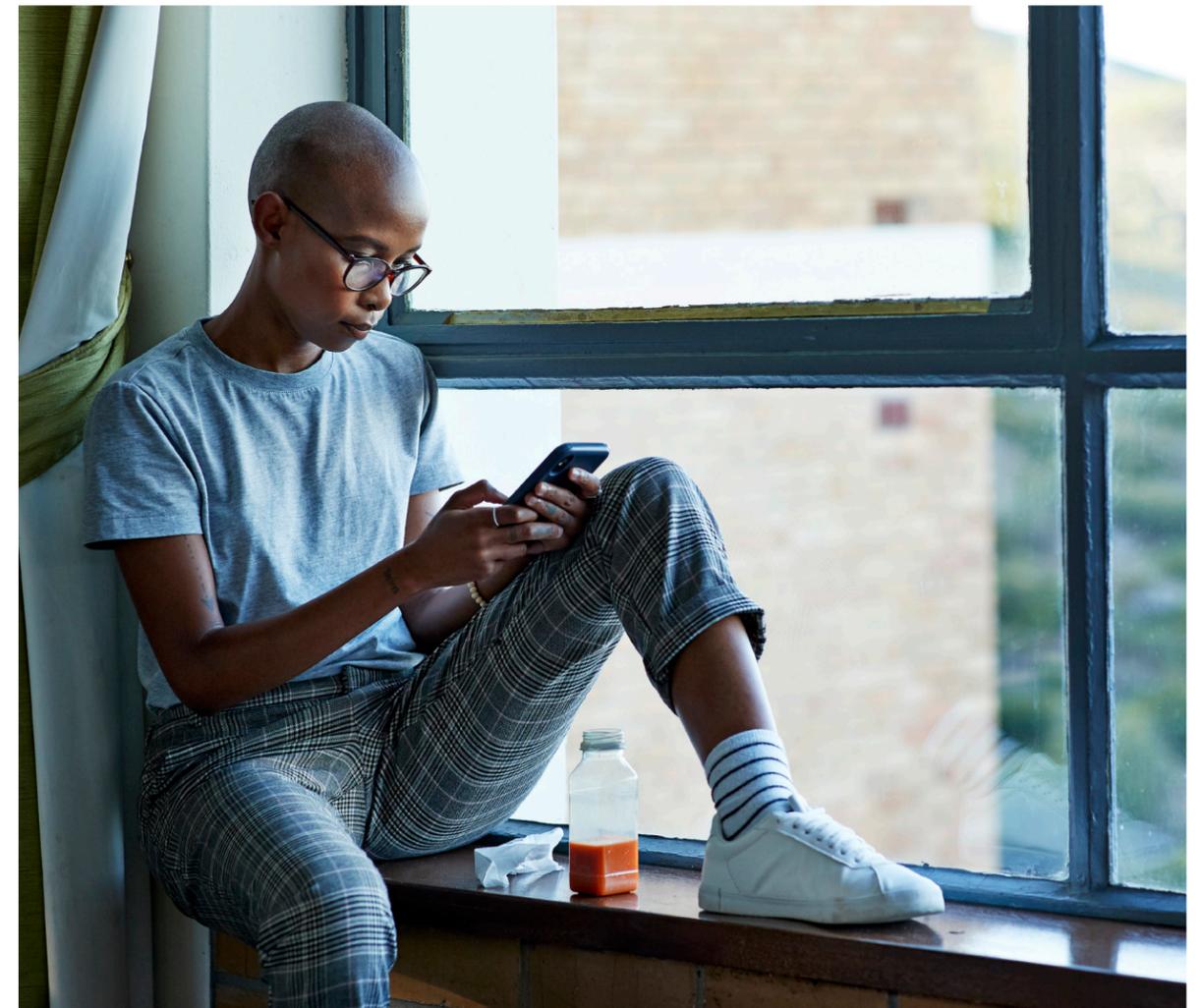
Section 2

Monthly Giving Program Templates You Can Use Today

Monthly Giving Program Templates You Can Use Today

Whether you're running your monthly giving program solo or taking it on with a whole crew by your side, we've got you covered with communication templates designed to help you craft campaigns that convert one-time donors into lifelong advocates for your mission by giving each month.

The templates in this guide work just like Mad Libs. Simply pop in details relevant to your organization and mission and you're set!



Monthly Giving Program Name Templates

Branding your monthly giving program is *always* a good idea because the way you describe the opportunity to support your cause regularly should stand out from the way you ask for other gifts.

TEMPLATE #1.

Capture the community feels that pull at the heartstrings of your supporters by referring to monthly donors as “friends.”

The [NONPROFIT NAME] Friends Club

EXAMPLE NAME

The Paws + Claws Friends Club

TEMPLATE #2.

Dedicate your monthly giving program to the impact those gifts will create.

Project [A SPECIFIC PROJECT OR NEED THAT THE MAJORITY OF MONTHLY DONOR REVENUE WILL FUND]

EXAMPLE NAME

Project Furever Home

Operation [A SPECIFIC PROJECT OR NEED THAT THE MAJORITY OF MONTHLY DONOR REVENUE WILL FUND]

EXAMPLE NAME

Operation Save Puppy Park

TEMPLATE #3.

Calling your monthly donors “partners” lets them know that they’re literally investing in the continued success of your organization.

Partners of [NONPROFIT NAME]

EXAMPLE NAME

Partners of Paws + Claws



TEMPLATE #4.

GEM stands for **Give Every Month**. What a glittering way to compliment your most loyal supporters!

[NONPROFIT NAME] GEM Donors

EXAMPLE NAME

Paws + Claws GEM Donors

Still kicking around ideas?

These are just a few of many names you can choose! Check out these [30 names for your monthly giving program](#) and don't forget to complement the name of your monthly giving program with [a monthly-giving only donation form](#) that's styled to match.

Monthly Giving Program Promo Email Templates

Use these email templates to spread the word about the most effortless way to support your organization all year long. Each template reflects one of the three ways you can communicate the impact of a monthly donor as discussed on [pages 6-8](#).

Option #1: Promote Monthly Giving Levels

SUBJECT LINE:

[FIRST NAME], [NAME OF PERSON/ANIMAL/MOVEMENT/GROUP YOU HELPED] invites you to become a [NONPROFIT NAME] Monthly Donor

HEADING COPY:

Become a [MONTHLY GIVING MEMBER] of [NONPROFIT NAME]

BODY COPY:

Hi [FIRST NAME],

Thanks to our [MONTHLY GIVING MEMBERS] [NONPROFIT NAME] and their generous monthly donations, [NONPROFIT NAME] can deliver the many resources and services that [WHO/WHAT YOUR HELPING] rely upon.

[PHOTO OF WHO/WHAT YOUR HELPING]

Here's how much your monthly gift matters to [WHO/WHAT YOU'RE HELPING]:

\$5 a month [WHAT THE GIFT WILL PROVIDE].

\$10 a month [WHAT THE GIFT WILL PROVIDE].

\$20 a month [WHAT THE GIFT WILL PROVIDE].

\$30 a month [WHAT THE GIFT WILL PROVIDE].

\$50 a month [WHAT THE GIFT WILL PROVIDE].

What Kind of Change Would You Like to Create?

Join [MONTHLY GIVING PROGRAM NAME], our monthly giving program, today to support our mission of caring for homeless pets all year long.

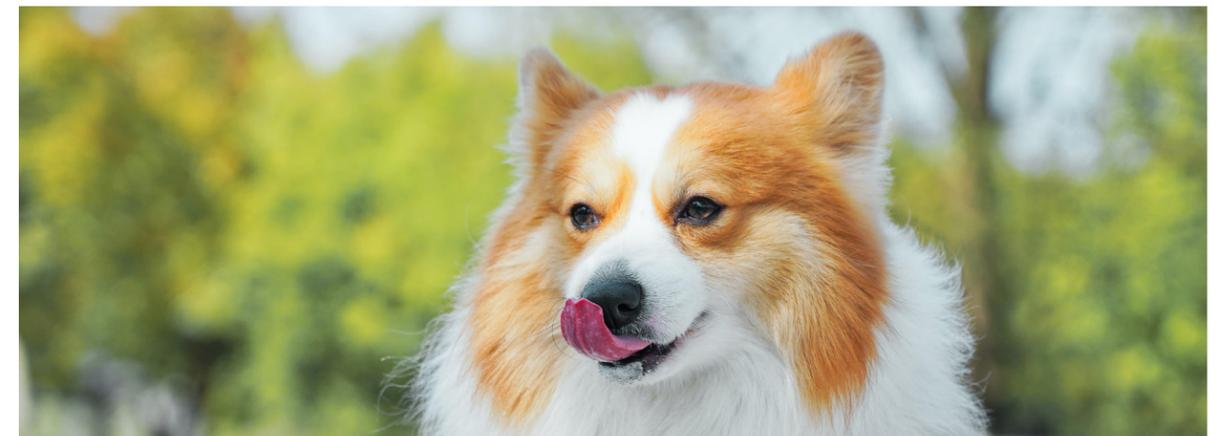
[JOIN NOW]



Become a Friend of Paws + Claws

Hi Jeff,

Thanks to our Friends of Paws + Claws and their generous monthly donations, Paws + Claws Animal Rescue can deliver the many resources and services that shelter pets like Chance rely upon.



Here's how much your monthly gift matters to animals in need:

\$5 a month provides a shelter dog and cat with daily meals.

\$10 a month provides a shelter dog and a cat with daily meals and a toy.

\$20 a month provides a shelter dog or cat with a bed, a toy, and daily meals.

\$30 a month provides a cat or dog with a blanket, a leash/collar, a bed, treats, a toy, and daily meals.

\$50 a month provides a dog or cat with grooming services, a bed, a leash, a toy, a blanket, and daily meals.

What Kind of Change Would You Like to Create?

Join The Paws + Claws Friends Club, our monthly donor program, today to support our mission of caring for homeless pets all year long.

[JOIN NOW](#)

Option #2: Recruit Funders for a Dedicated Project

SUBJECT LINE:

[FIRST NAME], will you partner with us to launch [PROJECT NAME]?

HEADING:

Together, Let's Make [PROJECT NAME] a Success

BODY COPY:

Hi [FIRST NAME],

On behalf of [NONPROFIT NAME], I'd like to invite you to join the [MONTHLY GIVING PROGRAM NAME], our treasured community of monthly donors supporting [DEDICATED PROJECT].

[IMAGE RELATED TO YOUR PROJECT]

Whether you sign up for a recurring gift of \$5 or \$50, you'll know that [OUTCOME OF THEIR GIFT] each month because of your generosity. Plus, as a [MONTHLY DONOR NAME] you'll receive the opportunity to:

- Vote on new ideas for [PROJECT NAME] and contribute ideas of your own
- Attend meetings about the evolution of [PROJECT NAME] at its completion
- Be featured in special announcements about [PROJECT NAME]

Sign up today to join a special group of monthly donors who are committed to making a difference in the lives of [WHO/WHAT YOU'RE HELPING] through [WHAT THE PROJECT DOES].

[BECOME A MONTHLY DONOR]

For more information on [PROJECT NAME], visit our website at [LINK]. Questions? Feel free to drop our team a line at [EMAIL ADDRESS].

Thanks, as always, for being a part of the [NONPROFIT NAME] Community.

Best,

[NAME, TITLE]



Together, Let's Make Project Kitty Cafe a Success

Hi Amy,

On behalf of Paws + Claws Animal Rescue, I'd like to invite you to join the Paws + Claws Friends Club, our treasured community of monthly donors supporting Project Kitty Cafe.

Whether you sign up for a recurring gift of \$5 or \$50, you'll know that homeless cats in our



community are gaining valuable facetime with potential forever families each month because of your generosity. Plus, as a member of the Paws + Claws Friends Club, you'll receive the opportunity to:

- Vote on new ideas for Project Kitty Cafe and contribute ideas of your own
- Attend meetings about the evolution of Project Kitty Cafe at its completion
- Be featured in special announcements about Project Kitty Cafe

Sign up today to join a special group of monthly donors who are committed to making a difference in the lives of cats and kittens in need through a new community space that introduces them to loving families who could adopt them.

[SUPPORT PROJECT KITTY CAFE](#)

For more information on Project Kitty Cafe, visit our website at pawsandclaws.org/projectkittycafe. Questions? Feel free to drop our team a line at kittycafe@pawsandclaws.org.

Thanks, as always, for being a part of the Paws + Claws Animal Rescue Community.

Best,

Sharon Parr, Executive Director at Paws + Claws

Option #3: Spotlight Sponsorship Opportunities

SUBJECT LINE:

Sponsor a [WHO/WHAT YOU'RE HELPING] for less than [ROUNDED SUM OF SPONSORSHIP COST DIVIDED BY 30] a day.

HEADING:

Be a Hero to [WHO/WHAT YOU'RE HELPING]

BODY COPY:

Hi [FIRST NAME],

[SPONSOR IMPACT STORY]

[PHOTO OF WHO/WHAT YOU'RE HELPING]

Each year, our mission of [YOUR MISSION] grows substantially, as more and more [WHO/WHAT YOU'RE HELPING] rely on our services.

You, too, can be the driving force in a story of human kindness and inspirational change just like [SPONSOR] as a member of the [MONTHLY GIVING PROGRAM NAME], our incredible community of sponsors. These special donors ensure that [WHAT SPONSOR DOLLARS FUND].

For just [DOLLAR AMOUNT] a month, you can become a [NONPROFIT NAME] Sponsor. As a sponsor, you'll receive:

[IMAGE OF WHAT SPONSORS RECEIVE]

- A photo and information about [WHO/WHAT YOU'RE SPONSORING]
- Photo and video updates on [OUTCOME OF SPONSORSHIP]
- The opportunity to [INFLUENCE THE OUTCOMES OF WHO/WHAT YOU'RE SPONSORING]

Make a difference every day for [WHO/WHAT YOU'RE HELPING] by joining the [MONTHLY GIVING PROGRAM] as a [ADJECTIVE] sponsor.

[BECOME A SPONSOR]

Thanks, as always, for being a part of the [NONPROFIT NAME] Community.

Best,

[NAME, TITLE]



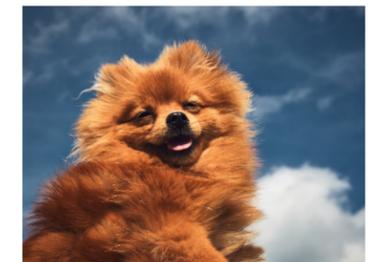
Be a Hero to Homeless Pets

Hi Jenna,

Last year, Carlos arrived at Paws + Claws shaking, hungry, and afraid. But before he even finished his first bath in what must have been months, Jason became his sponsor.

Jason's generosity had an instant impact on Carlos's miraculous transition from the street to his new space here at Paws + Claws.

To see the magic of a Paws + Claws Sponsor, here's how Carlos looked just days before he was adopted by his wonderful forever family.



Each year, our mission of helping pets in need find forever homes grows substantially, as more and more dogs and cats rely on our services.

You, too, can be the driving force in a story of human kindness and inspirational change just like Jason as a member of the Paws + Claws Friends Club, our incredible community of sponsors. These special donors ensure that each and every homeless pet that finds their way to Paws + Claws Animal Rescue receives the food and care they need as they await their new families.

For just \$25 a month, you can become a Paws + Claws Friends Club Sponsor. As a sponsor, you'll receive:

- A photo and information about your "adopted" shelter pet
- Photo and video updates on just how happy and well cared-for your shelter pet is thanks to your generous sponsorship
- The opportunity to meet your shelter pet in person (And apply to adopt them if you wish!)



Make a difference every day for pets like Carlos by joining the Paws + Claws Friends Club as a life-saving sponsor.

[BECOME A SPONSOR](#)

Thanks, as always, for being a part of the Paws + Claws Animal Rescue Community.

Best,

Sharon Parr, Executive Director at Paws + Claws

Monthly Giving Program Social Media Post Templates

Option #1: Promote Monthly Giving Levels

IMAGE COPY:

Support [WHO/WHAT YOU'RE HELPING]. Join [MONTHLY GIVING PROGRAM].

CAPTION COPY:

For just [LOWEST GIVING LEVEL] a month, you could [GIVING LEVEL OUTCOME]. Join [MONTHLY GIVING PROGRAM] today: [FORM LINK]

Option #2: Recruit Funders for a Dedicated Project

IMAGE COPY:

Support [PROJECT NAME]

CAPTION COPY:

[PROJECT NAME] can't happen without you! Join [MONTHLY GIVING PROGRAM] to help us [PROJECT OUTCOME]: [FORM LINK]

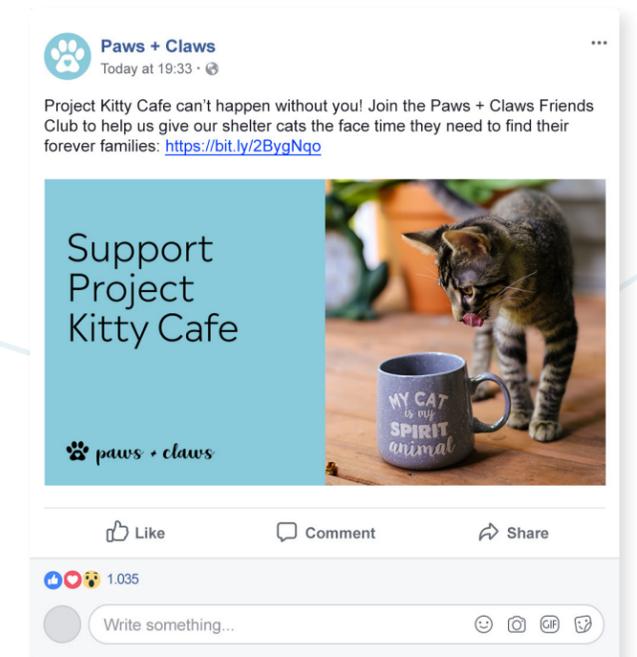
Option #3: Spotlight Sponsorship Opportunities

IMAGE COPY:

Sponsor a [WHO/WHAT YOU'RE HELPING] for Less than [ROUNDED SUM OF MONTHLY AMOUNT DIVIDED BY 30] a Day

CAPTION COPY:

[WHO/WHAT YOU'RE HELPING] needs a hero. Is it you? Sponsor a [WHO/WHAT YOU'RE HELPING] today by joining [MONTHLY GIVING PROGRAM]: [FORM LINK]



Monthly Giving Program Phone/ In-Person/Video Call Scripts

Making a personal ask to a donor when promoting your monthly giving program is an effective way to convert a one-time donor into a monthly donor. Use these handy scripts to:

- Give to staff or volunteers calling donors with a monthly giving ask
- Approach potential monthly donors at a meeting or event
- Plug your monthly program during a virtual event or video conference

Note that each script ends with a “How to Sign Up” plug. Here you should adjust your call to action to best suit the circumstance of your ask.

For example, if you’re calling a donor who typically mails in checks, they’re very unlikely to visit your website and complete your online monthly giving program sign-up form. That’s why you’ll want to offer to take their account information over the phone and input it directly into your system for them.

If you’re hosting a virtual event, you’re better off directing attendees to a link to your signup form by displaying it prominently on the screen as you talk about your monthly giving program.

Not sure which way to go? Offer both options! To show you how these options can work, we tried each of them in the templates below.



Option #1: Promote Monthly Giving Levels

Hello [FIRST NAME],

As you know, [ORGANIZATION NAME] is dedicated to [MISSION]. Our critical work wouldn’t be possible without [MONTHLY GIVING PROGRAM], our wonderful community of monthly donors.

Just [MONTHLY GIFT AMOUNT] can [IMPACT] for [WHO/WHAT YOU'RE HELPING]. Would you consider joining [MONTHLY GIVING PROGRAM] today?

[HOW TO SIGN UP]

Thanks, as always, for being a member of the [ORGANIZATION NAME] Community.

EXAMPLE SCRIPT (CHECK OR OVER-THE-PHONE DONOR)

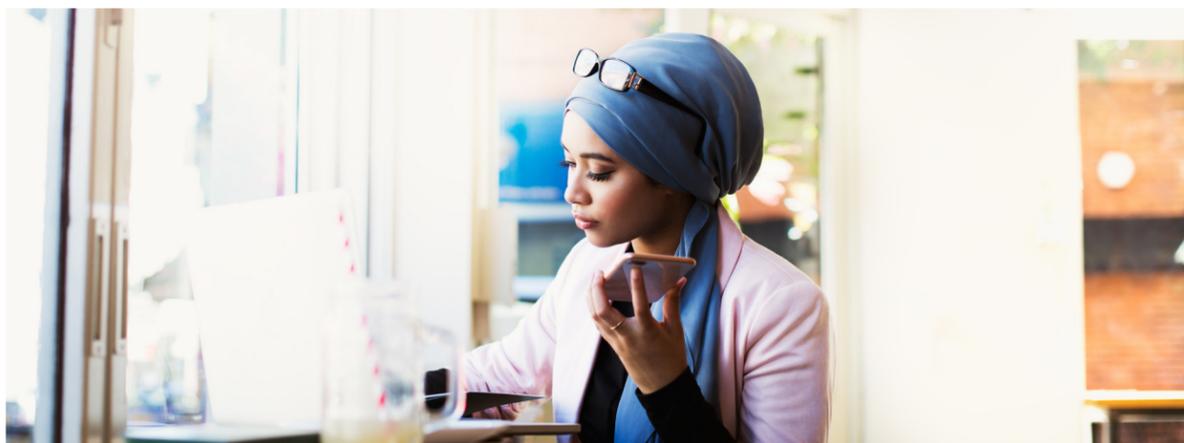
Hello Allan,

As you know, Paws + Claws Animal Rescue is dedicated to finding forever families for homeless pets in our community. Our critical work wouldn’t be possible without The Paws + Claws Friends Club, our wonderful community of monthly donors.

Just \$10 a month can provide daily meals and a toy for a shelter dog and cat in need. Would you consider joining The Paws + Claws Friends Club?

If so, I can help you get started today. All I need is your account information along with your preferred giving level. You can contribute less or more and I’m happy to tell you what each gift amount will do for the dogs and cats in our care.

Thanks, as always, for being a member of the Paws + Claws Animal Rescue Community.



Option #2: Recruit Funders for a Dedicated Project

Hello [FIRST NAME],

As you know, [ORGANIZATION NAME] is dedicated to [MISSION], but did you know that we have special projects funded by [MONTHLY GIVING PROGRAM], our wonderful community of monthly donors?

The goal of our most recent project, [PROJECT NAME], is to [PROJECT GOAL]. Just [MONTHLY GIFT AMOUNT] can [IMPACT] for [WHO/WHAT YOU'RE HELPING]. Would you consider joining [MONTHLY GIVING PROGRAM] to make [PROJECT NAME] a reality?

[HOW TO SIGN UP]

Thanks, as always, for being a member of the [ORGANIZATION NAME] Community.

EXAMPLE SCRIPT (VIRTUAL EVENT)

Hello Wonderful Guests,

As you know, Paws + Claws Animal Rescue is dedicated to finding forever families for homeless pets in our community, but did you know that we have special projects funded by The Paws + Claws Friends Club, our wonderful community of monthly donors?

The goal of our most recent project, Project Kitty Cafe, is to ensure that homeless cats in our community are gaining valuable facetime with potential adopters. Just \$10 a month can boost exposure for cats who haven't yet met their match at our shelter. Would you consider joining The Paws + Claws Friends Club to make Project Kitty Cafe a reality?

Signing up is easy. Just visit the link you see here on the screen.

Thanks, as always, for being a member of The Paws + Claws Animal Rescue Community.

Option #3: Spotlight Sponsorship Opportunities

Hello [FIRST NAME],

As you know, [ORGANIZATION NAME] is dedicated to [MISSION]. Because you're as passionate about our mission as we are, I wanted to let you know that today you can play a special part in [WHO/WHAT YOU'RE HELPING] by joining [MONTHLY GIVING PROGRAM NAME].

Just [MONTHLY GIFT AMOUNT] - less than [\$X] a day - can [IMPACT] for [WHO/WHAT YOU'RE HELPING].

As a sponsor, you'll receive [SPONSOR BENEFITS].

Would you consider joining [MONTHLY GIVING PROGRAM] to sponsor a [WHO/WHAT YOU'RE HELPING]?

[HOW TO SIGN UP]

Thanks, as always, for being a member of the [ORGANIZATION NAME] Community.

EXAMPLE SCRIPT (CHECK, OVER-THE-PHONE, OR ONLINE DONOR)

Hello Jenny,

As you know, Paws + Claws Animal Rescue is dedicated to finding forever families for homeless pets in our community. Because you're as passionate about our mission as we are, I wanted to let you know that today you can play a special part in the life of a dog or cat in need joining The Paws + Claws Friends Club.

Just \$25 - less than \$1 a day - can provide care, comfort, and community awareness for a special dog or cat in need of a new place to call home.

As a sponsor, you'll receive a photo and information about your "adopted" shelter pet, updates on just how happy and well-cared-for your shelter pet is thanks to your generous sponsorship, and the opportunity to meet your shelter pet in person - and even apply to adopt them if you wish!

Would you consider joining The Paws + Claws Friends Club to sponsor a dog or cat at our shelter?

Signing up is easy. You can either visit pawsandclawsanimalrescue.org/friendsclub or I can sign you up over the phone today.

Thanks, as always, for being a member of the Paws + Claws Animal Rescue Community.

Monthly Donor Thank You Email Templates

The key to retaining monthly donors? Thank them. Thank them often. And take “thank you” a step further by showing your monthly donors the real and radical results of their decision to give to your organization each and every month.

Option #1: Thank Donors by Monthly Gift Levels

This monthly giving thank you email template can help you and your team easily and effectively communicate the incredible impact of a donor’s continual commitment to the progress of your mission.

SUBJECT LINE:

[FIRST NAME], see what your gift from [MONTH] did for [WHO/WHAT YOU'RE HELPING].

HEADING:

THANK YOU, [DONOR NAME]!

BODY COPY:

Hi [FIRST NAME],

Your monthly gift makes an enormous difference in the lives of [WHO/WHAT YOU HELP].

Thanks to your generosity and dedication to championing our mission of [YOUR MISSION], we were able to [SPECIFIC ACHIEVEMENT].

Along with our gratitude, we’d like to share this [PHOTO/VIDEO] with you to show your gift in action:

[ADD PHOTO/LINK HERE]

From all of us here at [YOUR NONPROFIT NAME], thank you for being a part of the [MONTHLY GIVING PROGRAM NAME] Paws + Claws Friends Club, our incredible monthly donor community.

Best,

The Team at [NONPROFIT NAME]



THANK YOU, BRIAN!

Hi Brian,

Your monthly gift makes an enormous difference in the lives of homeless animals in our area.

Thanks to your generosity and dedication to championing our mission of finding forever homes for pets in need, we were able to improve Nora’s weight and overall health with a special veterinarian-recommended diet funded by your monthly donation.

Along with our gratitude, we’d like to share this photo with you to show your gift in action:



From all of us here at Paws + Claws Animal Rescue, thank you for being a part of the Paws + Claws Friends Club, our incredible monthly donor community.

Best,

The Team at Paws + Claws Animal Rescue

Option #2: Thank Special Project Funders

This thank you email should provide your monthly donors who support special projects with a variety of updates on the special project they're making possible each month through their generous monthly donations.

SUBJECT LINE:

[FIRST NAME], here's the latest on [PROJECT NAME]!

HEADING:

Thank You for Being a Part of [PROJECT NAME]!

BODY COPY:

Hi [FIRST NAME],

Thank you for being a part of [MONTHLY GIVING PROGRAM NAME], our amazing monthly donor community. Because you're such a big part of the progress we're making here on [PROJECT NAME], we want to keep you posted on all the good stuff your generosity and dedication have made possible.

[IMAGE OF WHO/WHAT YOUR PROJECT IS HELPING]

This is [NAME]. Through the [SERVICES] we are able to provide thanks to your monthly contribution, [ACHIEVEMENT].

[NAME] says, "[QUOTE FROM THIS PERSON ABOUT THE IMPACT OF SERVICES]."

COMING SOON: [NEW SERVICE/INITIATIVE/GOAL]

We're excited to announce that we'll be starting [PROJECT/ACTION] to [GOAL] beginning in [MONTH]. As a member of [MONTHLY GIVING PROGRAM NAME], you're invited to [ACTIVITY] [CALL TO ACTION].

[ACTIVITY CALL-TO-ACTION BUTTON]

Thank You for Being a Part of Project Kitty Cafe!

Hi Stella,

Thank you for being a part of the Paws + Claws Friends Club, our amazing monthly donor community. Because you're such a big part of the progress we're making here on Project Kitty Cafe, we want to keep you posted on all the good stuff your generosity and dedication have made possible.



This is Melon. Through the community facetime we are able to provide thanks to your monthly contribution, he was adopted on his first day at Kitty Cafe after waiting for a new family in our shelter for three months.

Melon's new mom Katie says, "From the second we saw Melon, we knew he'd fit right in with our crew. He loves sitting between my girls on the couch, playing with his mouse toys, and sunning on our windowsill. Thanks for bringing us so much joy!"

COMING SOON: BEWARE OF PURRANORMAL ACTIVITY

We're excited to announce that we'll be starting a Halloween-themed marketing campaign to spread the word about Kitty Cafe beginning in October. As a member of the Paws + Claws Friends Club, you're invited to submit your ideas on how we can rally our community around Kitty Cafe through activities, social media contests, partnerships, and more. Take this quick survey to let us know what you think!

[TAKE THE SURVEY](#)

Option #3: Thank Your Sponsors

Let your sponsors know how their continued support of who/what they're sponsoring is having an awesome impact. Be sure to note something specific that their generous donation made possible and include a photo that will make them smile.

SUBJECT LINE:

[FIRST NAME], see how much you're helping [SPONSORED ONE]!

HEADING:

[SPONSORED ONE] Is So Grateful for the Gift of YOU!

BODY COPY:

Hi [FIRST NAME],

Thank you for being a [MONTHLY GIVING PROGRAM NAME]. Because you're such a big part of [SPONSORED ONE]'s life, we want to keep you posted on all the good stuff your generosity and dedication have made possible.

[IMAGE OF WHO/WHAT YOUR PROJECT IS HELPING]

Through the [SERVICES] we're able to give [SPONSORED ONE] together thanks to your sponsorship, [ACHIEVEMENT].

[NAME] says, "[QUOTE FROM THIS PERSON ABOUT THE IMPACT OF SERVICES]."

From [SPONSORED ONE] and all of us here at [NONPROFIT NAME], thank you for being a [MONTHLY GIVING PROGRAM NAME] Sponsor.

Best,

[NAME, TITLE]



Daisy Is So Grateful for the Gift of YOU!

Hi Kate,

Thank you for being a Paws + Claws Friends Club Sponsor. Because you're such a big part of Daisy's life, we want to keep you posted on all the good stuff your generosity and dedication have made possible.



Through the expert grooming services we're able to give Daisy together thanks to your sponsorship, she's feeling fine and frisky after her aromatherapy bath and adorable new haircut.

Debbie, our Shelter Manager, says, "Daisy will have no problem standing out to a wonderful family who will be excited to bring her home and give her the back scratches and squeaky toys she loves so much. Thank you for making this magical makeover happen!"

From Daisy and all of us here at Paws + Claws Animal Rescue, thank you for being a Paws + Claws Friends Club Sponsor.

Best,

Sharon Parr, Executive Director at Paws + Claws

Web Page Template

Advertise your monthly giving program 24/7 by creating a dedicated page for it on your website. Use this template to help you communicate to your donors exactly why they should join. For program details, consider pulling from the email that corresponds with the type of monthly giving program you're launching, whether it be project-based, by giving level, or through sponsorships.

[IMPACT] by Joining [MONTHLY GIVING PROGRAM]

As a member of [MONTHLY GIVING PROGRAM], your generous [MONTHLY DONATION/SPONSORSHIP] can [IMPACT YOU'RE CREATING] for [WHO/WHAT YOU'RE HELPING].

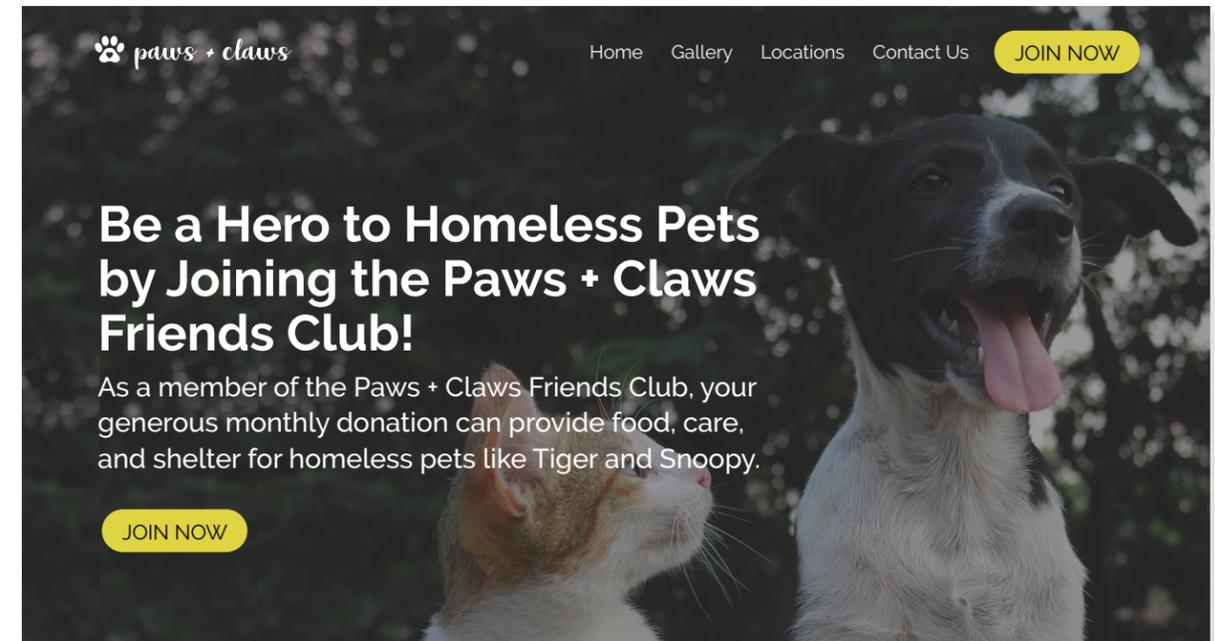
[PHOTO OF WHO/WHAT YOU'RE HELPING]

[TESTIMONIAL]

[GIVING LEVELS/PROJECT DETAILS/SPONSORSHIP DETAILS]

Join [MONTHLY GIVING PROGRAM], our monthly giving program, today to support our mission of [MISSION] all year long.

[JOIN NOW!]



paws + claws Home Gallery Locations Contact Us [JOIN NOW](#)

Be a Hero to Homeless Pets by Joining the Paws + Claws Friends Club!

As a member of the Paws + Claws Friends Club, your generous monthly donation can provide food, care, and shelter for homeless pets like Tiger and Snoopy.

[JOIN NOW](#)



When Tiger and Snoopy were rescued from the street, we could tell from the time they landed at our doorstep how bonded they were. Hungry and malnourished, we knew the pair had been through a lot, but fortunately, we were able to immediately give them the care they needed thanks to our generous Friends Club Donors.

Months later, Tiger and Snoopy finally met their new mom, Monica, and the two brothers were able to stay together and have all space in the world to do their favorite thing: play! Monica tells us, "Tiger and Snoopy have instantly become family and I could never imagine them apart from us or one another."

[Read More](#)

Here's how much your monthly gift matters to animals in need:

\$5 a month provides a shelter dog and cat with daily meals.

\$10 a month provides a shelter dog and a cat with daily meals and a toy.

\$20 a month provides a shelter dog or cat with a bed, a toy, and daily meals.

\$30 a month provides a cat or dog with a blanket, a leash/collar, a bed, treats, a toy, and daily meals.

Section 3

5 Must-Have Features for Your Monthly Giving Program

5 Must-Have Features for Your Monthly Giving Program

One of the biggest reasons nonprofit organizations shy away from a monthly donor program is because they say they “don’t have enough time” to take on yet another set of to-dos on their already mile-long list. That’s more than understandable! But fortunately, maintaining your monthly giving program doesn’t have to be time-consuming. These 5 must-have features can handle much of the work for you!



A Dedicated Monthly Giving Form

Don't make monthly giving an afterthought. Use an online donation form that exclusively promotes and collects monthly donations.

That way, you'll have the space to spotlight why your monthly giving program is so special by including:

- Monthly giving program details: giving levels/sponsorship info/project details
- The impact that their monthly gift will create
- Photos and testimonials

[See what your branded monthly giving form could look like.](#)

Customized Receipting

While a receipt isn't the same as a thank you, it starts the relationship you're cultivating with your monthly donors. Sending email receipts is a quick and easy way to acknowledge the contributions that your monthly donors have made to support your organization. Be sure to acknowledge their critical role in your mission.

Automatic Monthly Giving

This effortless feature ensures that monthly gifts are made available to your organization without the need to dedicate a staff member's time to handle the processing duties. Each month, your system will automatically check to see which donors in your Monthly Giving program are due and process them for you.



Account Updater

Donor payment account information changes when cards expire or if they're lost or stolen. Don't lose monthly donors due to changing account information. An account updater service can pinpoint when your donors' Visa, MasterCard, or Discover account information changes and update it automatically - before you lose out on the donations you've worked so hard to gain.

Personalized Thank-You Emails

As mentioned previously, you should thank your recurring donors multiple times throughout the year, not just when they first donate. Personalize your thank you letters with regular impact stories and updates that demonstrate the cumulative impact they are making. (Don't forget about the thank-you templates provided for you on page ##.) Using mail merge templates, you can easily personalize your thank yous with unlimited merge fields.

Gain a Partner in Your Monthly Giving Program Success

New to DonorPerfect?

Most DonorPerfect subscriptions include everything you need to launch and grow your monthly giving program.

- Comprehensive Donor CRM
- Integrated Monthly Giving Forms
- Automatic Monthly Gift Processing
- Constant Contact Email Marketing
- Personalized Donation Receipts
- Intuitive Reporting and Program Metrics

Rated #1 by nonprofit professionals for ease of use and overall value, DonorPerfect is the best donor retention machine on the planet. Get a closer look in a quick group demo or give us a call and we'll gladly walk you through what DonorPerfect can do to help you create and expand your community of monthly donors.

[GET A DEMO](#) or [Call 800.220.8111](tel:800.220.8111)

