Recurring Giving Appeal Templates

Communication templates for fundraising success
Recurring giving is a valuable fundraising strategy that creates reliable, long-term revenue for your organization. **Your communications are an essential step in telling your story and establishing trust** so you can bring in **repeat donors** your nonprofit can count on. Our prewritten recurring giving appeal templates are expertly crafted to help save you time, develop relationships, and motivate repeat donations.

Simply copy, paste, or even combine elements to create the perfect message for your nonprofit.

Our team has compiled data from GiveSmart’s comprehensive, expanding feature set to give nonprofits, schools, and associations an inside look into recurring giving.

Read GiveSmart’s **7 Reasons Why You Should Implement Recurring Giving Infographic** to combine strategy with the messages in this template resource for the best recurring giving plan!
Recurring Giving Appeal

Email Templates

Upgrading a One-Time Donor

Subject Line: So Thankful for You!

Dear [Name],

Thank you so much for donating to [organization name].

Thanks to donors like you, last year our organization saw [short impact statement]. This year, we are looking to do even more. With your contribution to the [name of campaign] fundraiser, we hope to hit [dollar amount] by [goal date] and are well on our way!

As a nonprofit organization, we rely on dedicated donors like you to meet our goals and increase our impact. Recurring donors provide a consistent source of support to [mission statement] to ensure programs like [Name of Program or short description] continue to run uninterrupted. Become a recurring donor today and show your dedication to improving the lives of our beneficiaries and help support our mission for the months and years to come. No donation is too small, every dollar makes a difference! All donations are tax-deductible. The [beneficiaries] are counting on you!

[Donate Button]

Thank you always for your continued support of [organization name].

[Name]
[Title]
[Organization Name]
Recurring Giving Appeal

Email Templates

Follow-up After an Event

Subject Line: A Great Time Had by All!

[Name],

The entire [organization name] team would like to thank you for joining us at the [event name] on [day]. Thanks to you, our [event name] was an astounding success. We sincerely hope you enjoyed it as much as we did!

The money we raised at [event name] will go a long way in supporting our programs. However, as we all know, many hurdles remain on our mission to achieving [brief mission statement]. You can help us meet those challenges in an ongoing way by joining us as a sustaining member. A monthly tax-deductible gift of any amount gives [organization name] resources we can rely on to help those in need. Plus, we have some lovely perks for our sustaining members like [list perks]:

Will you join us today in making an ongoing impact for [beneficiaries]?

[Donate Button]

Sincerely,

[Name]
>Title
>[Organization Name]
Recurring Giving Appeal

Email Templates

Communicating Potential Impact

Subject Line: What We Can Accomplish Together

[Organization Name] meets the needs of [number of beneficiaries] every year. These [beneficiaries] need our [programs/help] now more than ever before!

Join our monthly giving program and see how your ongoing support can make all the difference:

[What $25 per month accomplishes for your organization]

[What $50 per month accomplishes for your organization]

[What $100 per month accomplishes for your organization]

Together, we can uplift our community and achieve our mission to [brief mission statement]. Because of your generous support of [organization name], we can continue to get help to those who need it most.

All our thanks,

[Organization Name]

P.S. A friendly reminder that no amount is too small for a monthly gift and all donations are tax-deductible.
Year-End Fundraising Appeal Templates

**Recurring Giving Appeal**

*Social Media Templates*

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**NEW POSTS**

Your Organization

You changed lives! This year, our supporters helped us [brief achievement(s)]. As we look to the future, we have so many plans that will make a difference for [beneficiaries]. Together, with the help of our regular, monthly donors we will be able to provide continuous support to [program]. Go to [link or link in bio] for more information and to join today. You are the bedrock of our program!

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**NEW POSTS**

Your Organization

We are so grateful for you (yes you!). Did you know the easiest, most impactful way you can make a difference for [beneficiaries] as they overcome [challenges beneficiaries face] is by becoming a sustaining member? As a sustaining member of our community, not only will you be providing continuous support to those who need it most, but we’ll even throw in a few special perks. [link to recurring giving page]

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**NEW POSTS**

Your Organization

Over the years, our team has doubled down on our mission to [brief mission statement] and meet the ongoing needs of [beneficiaries] in our community. Joining our fight is easy: for as little as [dollar amount] per month, you could help bring [specific benefits] to [beneficiaries] all year long. Visit our website or the link in our bio to give today.
Recurring Giving Appeal

Social Media Templates

Join us in celebrating [name of a beneficiary]: [He/She/They] is about to [something great they are doing currently]. That’s because of the support [he/she/they] received through [organization name]. Join us in helping more [beneficiaries] like [name of a beneficiary] by becoming a monthly member at any level or helping us spread the word of our cause. For more info visit [link].

Wow, wasn’t [campaign/event name] a blast? We are so grateful to those of you who joined us for an exciting and impactful evening benefiting [organization name] and [cause]. Help us keep the celebratory vibe going by becoming a recurring donor. Monthly membership is the easiest way to support our mission and create a life-long impact. The [beneficiaries] are counting on you!

Who knew making a difference could be so fun? Even if you missed the [campaign/event name], you can still join in the fun and help us meet our goal of [number] monthly members. Monthly giving is the easiest way to support our mission and create long-term impact. The [beneficiaries] are counting on you! [link]
[Organization name] is working hard to [brief mission statement]. Help us make a bigger impact by becoming a monthly member at any level. [link]

Thank you for supporting [organization name] and making [campaign/event name] a huge success. We are almost at our goal of [number] of monthly members. Can you help us? Visit [link].

Want to see what just [dollar amount] per month can do to help [beneficiaries]? Check out our work in action [link].

Wow! We are so proud of [name of a beneficiary] as they [success story or milestone]. See how our sustaining members are helping to make it happen: [link].
About GiveSmart

GiveSmart offers flexible, customizable fundraising, events, and donor management features to support your online fundraising all year round. Whether you host a distinguished, annual event or you are looking for a platform to support any fundraiser of yours, we are the solution to make your mission a movement.

To speak directly with a fundraising expert about GiveSmart’s comprehensive fundraising and auction features, visit givesmart.com/demo or call 800-667-8075.