

Monthly Donor Program Brief

[use this template for planning - but make it your own!]

Campaign Overview

[Your organization] has about [\$XX] coming from monthly donors, a total of [\$XX] a year, yet they do not have a solidified monthly donor program or cultivation plan. [Your organization] will create a monthly donor program with 3 goals: 1) thank current recurring donors, 2) set up an automated welcome series, and 3) launch a campaign to acquire new monthly donors, with a goal of [\$XX] new donations a month.

Deployment Date	Channel	Package/Theme	Audience	Status
date	Web (landing page)	Launch monthly donor program	For acquiring new donors	complete
date	Email	Launch Monthly Donor welcome series	For retaining monthly donors	in progress
date	Email	Monthly donor cultivation	Current Monthly Donors	in progress
date	Email	Campaign to acquire new monthly donors	Current one-time donors & subscribers.	not started

Themes & Messaging

Landing page: url here

Monthly giving program name:

- Name of your giving program

Why join as a monthly donor? [examples below]

- **Consistent Impact:** Your monthly gift, no matter the size, provides steady support and resources to the most vulnerable.
- **Swift Response:** Your ongoing support allows us to respond quickly and effectively to crises, bringing immediate relief and hope.
- **Community of Compassion:** Join a dedicated group of individuals who are committed to making a lasting difference.

How Your Monthly Donation Helps: [examples below]

- Provides food, shelter, and education to orphans in **Tanzania and Kenya**.
- Supports refugees and survivors of ISIS in **Northern Iraq**.
- Sponsor quality education for our 400+ orphans in **East Africa**. Going from abandonment and horrific poverty straight to the middle class.

Monthly Donor benefits:

- Monthly impact reports
- Exclusive content and access to events
- Special discounts and offers

Email copy

- [link to email copy when it's ready]

Audience Targeting

Audience Descriptions:

Phase 2: Target current monthly donors

Phase 3: Target one-time gift donors and subscribers (who have not given)

Other Digital Specifications

- Landing page tech specifications
- Integration to ESP
- Segments needed:
 - **One time donors** - get new donor welcome series
 - **Current monthly donors** - get monthly donor cultivation emails
 - **New monthly donors** - get new monthly donor welcome series
- Other specifications can go here

Key Deliverables Needed

- [key deliverables here or link to project management]