
Tatango's January Monthly Giving Text Messages Template

Monthly donors have a 3x higher retention rate and lifetime value than one-time donors (source: *Blackbaud's Target Analytics donorCentrics® Sustainer Summit*). Because of this, nonprofits should prioritize monthly gifts ahead of one-time gifts, except for mid-level and major one-time gifts.

After year-end giving campaigns where new first-time donors are often acquired, January is an ideal month to convert those first-time donors into monthly donors.

Why? First-time donors are most likely to become monthly donors within the first 30 days of their initial gift. After 30 days, the likelihood of first-time donors becoming monthly donors steadily declines (source: *Blackbaud's Target Analytics donorCentrics® Sustainer Summit*).

Text messaging is often one of several channels used for a January monthly giving acquisition campaign. Other channels may include email, homepage lightbox, social, digital/social ads and/or direct mail. While recent first-time donors should be targeted, it's also recommended to target other segments, like past donors and non donors.

Below is an example of a monthly giving campaign to be sent in January. It includes one engagement and two monthly giving text messages:

- Message 1: Engagement - Year-end thank you (Early January)
- Message 2: Engagement - Report back on year-end gifts (Mid January)
- Message 3: Appeal - Monthly giving appeal (Jan. 23-27)
- Message 4: Appeal - Monthly giving appeal (Jan. 30)

MESSAGE 1: YEAR-END THANK YOU

Audience: Entire list

Date: Jan. 1-7

Subject line: Thank you for an amazing 2022

Example: Thank you for an amazing 2022

Template	Sample Message
(Add Subject Line) (Add Image) What can I say? You did it! Thanks to you and many other compassionate friends, we (PROBLEM THAT'S SOLVED) in 2022. With YOUR help, (ORG NAME) was able to (PROBLEM THAT'S SOLVED)! We won't rest until every (THOSE YOU SERVE) (DESIRED OUTCOME). And we know you are right there with us. Thank you for your dedication to (THOSE YOU SERVE). Wishing you much happiness in 2023, (FIRST NAME). -(FIRSTNAME), at (ORG NAME)	Thank you for an amazing 2022!  What can I say? You did it! 🎉 Thanks to you and many other compassionate friends, you kept more kids in school in 2022! With YOUR help, Children in Need was able to give food, books and transportation to students! We won't rest until every child can go to school. And we know you are right there with us. Thank you for your dedication to educating children! Wishing you much happiness in 2023, Mike. -Sue, at Children in Need

MESSAGE 2: REPORT BACK ON YEAR-END DONATIONS

Audience: GivingTuesday + year-end donors

Date: Mid January

Subject Line: How your donation helped (THOSE YOU SERVE)

Example: How your donation helped a student

Template	Sample Message
(Add Subject Line) (Add Image) (FIRST NAME), here's an update on how your recent donation has helped (THOSE YOU SERVE). Recently, you were asked to help (PROBLEM TO SOLVE). (EXPAND BRIEFLY ON PROBLEM) But thanks to you, (UPDATE ON HOW PROBLEM WAS SOLVED). Thank you for your life-changing gift! You can read more about your impact here: (LINK) -(FIRSTNAME), at (ORG NAME)	How your donation helped a student!  Mike, here's an update on how your recent gift has kept a child in school. Recently, you were asked to help give school books to a child in Cambodia. Families there couldn't afford school books and kids were dropping out. But thanks to you, a Cambodian child has now has school books. Thank you for your life-changing gift! You can read more about your impact here [TRACKING LINK 01] -Sue, at Children in Need

MESSAGE 3: MONTHLY GIVING APPEAL

Audience: Entire list

Date: Jan. 23-27

Subject Line: (PROBLEM TO SOLVE)

Example: Hungry kids at school

Template	Sample Message
(Add Subject Line) (Add Image) (FIRST NAME), I'm writing to you today because (PROBLEM TO SOLVE). Right now, there are (THOSE YOU SERVE) who (EXPAND ON PROBLEM TO SOLVE). (BRIEFLY EXPAND ON PROBLEM TO SOLVE). Can you make a monthly gift of \$20 to help by Jan. 31? (NUMBER) new monthly donors are needed by Jan. 31. (DONATION LINK) Your ongoing support will (HOW PROBLEM IS SOLVED). -(FIRSTNAME), at (ORG NAME)	Hungry kids at school  Mike, I'm writing to you today because young kids are going to school with empty bellies. Right now, there are families who can only afford one meal a day. So kids get dinner, but nothing before school. When kids are hungry, it's hard to learn. Kids are more likely to drop out. Can you give \$20 monthly to help? 50 new donors are needed by Jan. 31. [TRACKING LINK 01] Your support will feed a child breakfast every day before school. -Sue, at Children in Need

MESSAGE 4: MONTHLY GIVING APPEAL

Date: Jan. 30

Subject line: (NUMBER) monthly donors needed by tomorrow

Example: 27 monthly donors needed by tomorrow

Template	Sample Message
(Add Subject Line) (Add Image) (FIRST NAME), I know you care about (PROBLEM TO SOLVE). (EXPAND BRIEFLY ON PROBLEM TO SOLVE) Can you make a \$20 monthly gift by tomorrow to help (THOSE YOU SERVE)? (DONATION LINK) Your monthly support will (HOW PROBLEM IS SOLVED). (NUMBER) monthly donors are still needed by tomorrow! -(FIRSTNAME), at (ORG NAME)	27 donors needed by tomorrow  Mike, I know you care about keeping kids in school. 🏫 Soaring prices have left families unable to feed kids before school. Kids are going to school hungry. It's hard to learn with an empty belly. Can you make a \$20 monthly gift to help a child? [TRACKING LINK_01] 🍎 Your monthly support will feed a child every day before school! 27 more donors are needed by tomorrow! -Sue, at Children in Need