



Kindest

Spring 2024 Sustainer Campaign

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Spring Appeal Templates:

7-Part Series

Cultivation #1

Subject Line:

Celebrating Your Impact: How You're Changing Lives

Kindest Tip:

Use your logo as the header for your email. Keep it simple and direct their focus to your message.

Dear/Hi/Hey/Greetings {{First Name}},

I hope this message finds you well. As a valued supporter of **[Your Organization's Name]**, I wanted to take a moment to express our heartfelt gratitude for your continued generosity and commitment to our cause.

Your support has made a significant impact on the lives of countless individuals in our community. From providing **[demonstration of impact]** to offering **[demonstration of impact]** opportunities, your contributions have helped us empower individuals to reach their full potential.

Today, I wanted to share with you a heartwarming story of transformation that your support has made possible. **[Share a specific story or example of impact, highlighting how the donor's contribution has made a difference].**

It's stories like these that remind us of the incredible impact we can achieve when we work together. None of this would be possible without supporters like you.

Thank you once again for your unwavering dedication to our mission. We are truly grateful for your continued support.

Warm regards,

(Insert your name)

(Insert your title)

(Insert your organization's name)

Cultivation #2

Subject Line:

Behind the Scenes: A Glimpse into Our Work

Kindest Tip:

Use your logo as the header for your email. Keep it simple and direct their focus to your message.

Dear/Hi/Hey/Greetings {{First Name}},

I hope you're doing well! As a valued member of our community, we wanted to take this opportunity to give you a behind-the-scenes look at the work we're doing here at **[Your Organization's Name]**.

Every day, our team works tirelessly to **[describe your organization's mission or purpose]**. From planning events to collaborating with partners, we're dedicated to making a positive impact in our community.

We wanted to share with you some recent highlights from our work:

- **[Highlight recent accomplishments, initiatives, or projects]**
- **[Share photos or stories from recent events or programs]**
- **[Provide updates on upcoming initiatives or events]**

None of this would be possible without the support of donors like you. Your generosity enables us to continue our important work and make a difference in the lives of those we serve.

Thank you for being a part of our journey. We're excited to continue making strides together.

More soon,

(Insert your name)

(Insert your title)

(Insert your organization's name)

Cultivation #3

Subject Line:

Your Impact in Action: **[Specific Program or Initiative]**

Kindest Tip:

Use your logo as the header for your email. Keep it simple and direct their focus to your message.

Dear/Hi/Hey/Greetings {{First Name}},

I hope this email finds you well. We wanted to take a moment to express our gratitude for your ongoing support of **[Your Organization's Name]**.

Today, we wanted to share with you some exciting updates about **[specific program or initiative supported by the donor]**. Thanks to your generosity, we've been able to **[describe impact or outcomes of the program/initiative]**.

Here are some recent highlights:

- **[Share success stories or testimonials from program participants]**
- **[Provide updates on program achievements or milestones]**
- **[Include photos or videos showcasing the program in action]**

Your support has played a crucial role in making all of this possible. Together, we're making a real difference in the lives of those we serve.

Thank you for your continued dedication to our mission. We're grateful to have you as part of our community.

Warm regards,

(Insert your name)

(Insert your title)

(Insert your organization's name)

Appeal #1

Subject Line:

Join Our Monthly Giving Circle Today!

Kindest Tip:

Use your logo as the header for your email or you can replace with a simple banner graphic.

Dear/Hi/Hey/Greetings {{First Name}},

Thank you for being a beacon of hope for **[Your Organization's Name]**! Your generosity has already made a world of difference in the lives of **[describe beneficiaries or community served]**.

I am writing to you today to invite you to join our Monthly Giving Circle, a group of dedicated supporters who make a lasting impact by contributing monthly to support our cause year-round.

As someone who has been involved with our organization for **[insert your organization's tenure or your personal connection]**, I've seen firsthand the transformative power of our programs. Monthly donations provide consistent support for our mission, ensuring that we can **[highlight specific impact or programs]**.

{{First Name}}, will you join us in ensuring that our work continues to thrive throughout the year by becoming a Monthly Giving Circle member?

[Insert Donate Button: Donate Monthly]

Thank you for considering this opportunity to amplify your impact and support our cause.

Together, we can create a brighter future for all.

Warm regards,

(Insert your name)

(Insert your title)

(Insert your organization's name)

PS: Your recurring donation helps us plan for the future and ensures that our impact continues to grow. Join today to be a part of something truly special!

Appeal #2

Subject Line:

Support Our Cause Year-Round!

Kindest Tip:

Use your logo as the header for your email or you can replace with a simple banner graphic.

Dear/Hi/Hey/Greetings {{First Name}},

As we navigate the challenges posed by **[insert relevant issue or challenge]**, it's clear that our community's support is more important than ever.

At **[Your Organization's Name]**, we are committed to **[broad mission or goal]**. That's why we've developed **[insert program or initiative]** to directly address the needs of **[target audience or beneficiaries]**.

[Insert relevant photo]

Our **[program or initiative]** is just one example of how we're working tirelessly to **[describe impact or outcomes]**. But we can't do it alone.

[First Name], will you join us in our efforts to **[describe impact or outcomes]** by becoming a Monthly Giving Circle member?

[Insert Sustainer Button: Join Today]

Your ongoing support will ensure that we can continue to provide essential resources and services to those who rely on us. Together, we can make a real difference.

Thank you for considering this opportunity to support our cause.

Warm regards,

(Insert your name)

(Insert your title)

(Insert your organization's name)

PS: Are you unable to donate today but would like to continue to support **[Your Organization Name]**? Forward this email to 5 of your friends or family members and follow us on **[Instagram/Facebook/LinkedIn/TikTok]** at **[Insert social media username]**.

Appeal #3

Subject Line:

Empower **[Beneficiaries/Community Served]** to Succeed!

Kindest Tip:

Use your logo as the header for your email or you can replace with a simple banner graphic.

Dear/Hi/Hey/Greetings {{First Name}},

At **[Your Organization's Name]**, we are dedicated to **[describe mission or purpose]**. Our programs and initiatives are designed to **[describe impact or outcomes]**, empowering individuals to **[describe desired outcome or change]**.

[Insert relevant photo]

The cost of **[describe services or programs]** has doubled in cost this year and your support is essential to our ongoing success. Please **[First Name]**, will you consider increasing your support by becoming a Monthly Giving Circle member today?

[Insert Sustainer Button: Pledge My Support]

Your generosity will enable us to continue providing **[describe services or programs]** to those who need it most. Together, we can create positive change in our community.

Thank you for considering this opportunity to support our cause.

Warm regards,

(Insert your name)

(Insert your title)

(Insert your organization's name)

Appeal #4

Subject Line:

Make a Difference Today!

Kindest Tip:

Use your logo as the header for your email or you can replace with a simple banner graphic.

Dear/Hi/Hey/Greetings {{First Name}},

As the backbone of our organization, your support has fueled our mission to **[describe your organization's mission or purpose]**. Now, we're calling on you to help us empower **[describe the beneficiaries or community served]** to thrive.

Your donation will provide essential resources and opportunities for **[describe the impact of donations on your beneficiaries or community]**. Together, we can create a brighter future for those in need.

Here's how you can help:

- **[Bullet point 1: Describe the impact of donations]**
- **[Bullet point 2: Highlight another impact of donations]**
- **[Bullet point 3: Showcase another impact of donations]**

[Insert Button: Make a Difference]

Thank you for standing with us in our mission to make a difference. Your support means the world to us!

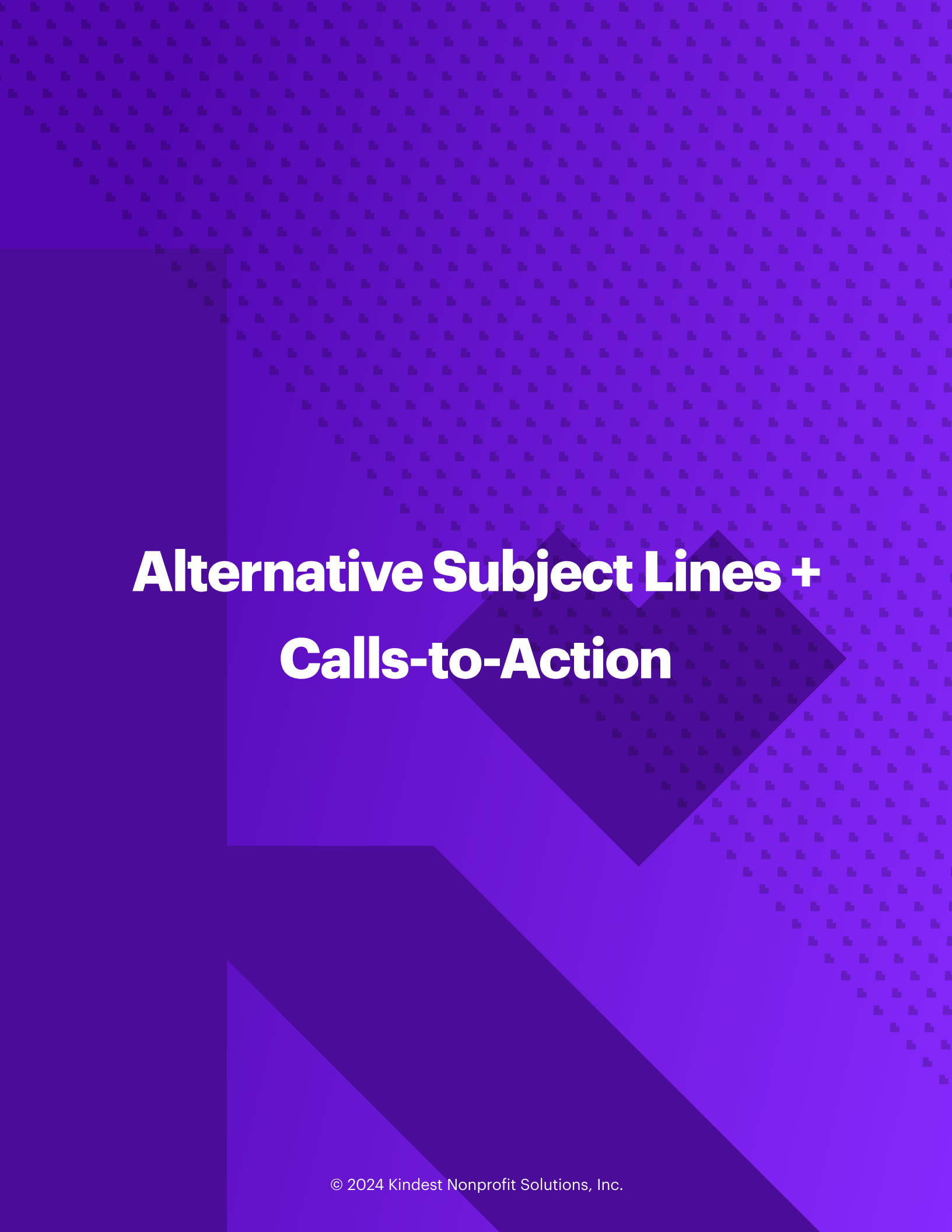
Warm regards,

(Insert your name)

(Insert your title)

(Insert your organization's name)

PS: Your generosity can change lives. Join us in making an impact today!

The background is a solid purple color. It features several geometric shapes: a large, dark purple triangle on the left side, a large, dark purple diamond shape in the center-right, and a large, dark purple triangle at the bottom. A pattern of small, dark purple dots is scattered across the background, primarily concentrated in the upper right and lower right areas.

Alternative Subject Lines + Calls-to-Action

Alternative Subject Lines + CTAs

Using [this Spring campaign template](#), you can adjust the subject lines and CTAs to make it fit the needs of your nonprofit and your ask.

Pro Tip:

- Always [hyperlink](#) the CTA to your Kindest Fundraising Campaign Page.
- When you have a published Fundraising Page with donation tiers, you can link each tier within your email campaign to specific donation levels on your Fundraising Page. [Learn how to do this here](#).

Alternative Subject Lines

Subject Line Alternative 1:

Meet (insert name) 🙌

Subject Line Alternative 2:

Let me tell you about (insert name)

Subject Line Alternative 3:

You're not going to believe this story...

Subject Line Alternative 4:

You're the missing piece {{First Name}}

Subject Line Alternative 5:

You + (insert org name) = BIG impact

Subject Line Alternative 6:

Today is the day {{First Name}}

Subject Line Alternative 7:

Last call to help (insert who/what you help)

Subject Line Alternative 8:

You have the power to (insert what you do)

Call-to-Actions (CTAs)

CTA Alternative 1:

Will you help (insert org name) be able to be flexible and nimble to the needs of our community by joining our (insert the name of your monthly giving program)?

CTA Alternative 2:

When you join our (insert monthly giving program) you are providing the (insert org name) team with the security and confidence to make big, bold decisions that best meet the needs of (insert who you serve) - will you join us today?

CTA Alternative 3:

Will you join the (insert number) other (insert monthly giving name) members today?

CTA Alternative 4:

Your support means the world to us - will you consider a generous gift today?

CTA Alternative 5:

You are *this* close to helping us reach our goal, {{First Name}}. Can we count on you?



Pre-Launch Checklist

Pre-Launch Checklist

By completing this pre-campaign checklist, you can ensure that all necessary preparations are in place before launching your sustainer campaign, setting the stage for a successful fundraising initiative.

☐ Define Campaign Goals and Objectives

Clearly articulate the specific goals and objectives of the sustainer campaign, including fundraising targets, number of new sustainer donors to acquire, and desired impact on your organization's mission.

☐ Segment Donor Database

Use donor data to segment supporters based on giving history, demographics, and engagement level. Identify donors who have given smaller amounts, such as \$500 or less, during year-end campaigns.

☐ Craft Messaging and Storytelling

Develop compelling messaging and storytelling that emphasizes the long-term impact of sustained giving and the value proposition of becoming a sustainer donor. Tailor messaging to resonate with the targeted audience segment.

☐ Create Campaign Assets

Develop visual and multimedia assets to support the campaign, including graphics, videos, landing pages, and social media content. Ensure that all assets align with the campaign messaging and branding.

☐ Prepare Email and Social Media Content

Draft and schedule email and social media content to be deployed during the campaign launch period. Develop engaging content that introduces the campaign, highlights its objectives, and encourages supporters to get involved.

☐ Prepare Kindest Fundraising Page

Create a Kindest Fundraising Page to be published and utilized throughout the course of your campaign. Create recurring donation tiers to encourage your donor with specific monthly donation amounts on your Fundraising Page.

☐ Secure Partnerships or Collaborations

Identify potential partners or collaborators who can help amplify the campaign reach and impact. Reach out to other nonprofit organizations, businesses, influencers, or community groups to explore partnership opportunities.

☐ Set Up Tracking and Reporting Systems

Establish tracking and reporting systems to monitor campaign performance and measure progress towards goals. Define key performance indicators (KPIs) and set up analytics tools to capture relevant data.

☐ Communicate Internally

Communicate the campaign details, goals, and expectations with internal stakeholders, including staff, board members, and volunteers. Ensure everyone is aligned and equipped to support the campaign effectively.

☐ Test & Quality Assurance

Conduct thorough testing and quality assurance (QA) checks on all campaign assets, including donation forms, emails, and website landing pages. Ensure that everything is functioning correctly and is free of errors or technical issues.



Creative Resources + Inspiration

Creatives Resources + Inspiration

[Downloadable Templates in Google Document Format](#)

Free Online Image Libraries

 Unsplash Pexels StockSnap.io

Iconography

 IconScout
from LottieFiles

Banners + Design Inspiration





Thank You!