Recurring Giving 101: Webinar Handout

Newsletter template and Pre-GivingTuesday checklist | Click & Pledge

A ready-to-edit email for your supporters. The example is written for Gardeners for Good, our demo organization. Replace everything in [brackets] with your own details and adjust the wording so it sounds like you.

Before you send

- ☐ Create donation form with Monthly selected as default.
- ☐ Lead the Monthly amounts with $5-$10, offer levels up to $100, and display "Other" amount
- ☐ Add matching language to your thank-you page and receipt (below)
- ☐ Send yourself a test and click through to the form
- ☐ Send newsletter with link pointing to this form before GivingTuesday on December 1, 2026

Subject lines (pick one or create your own)

- $5 a month keeps [Gardeners for Good] growing
- A little each month grows a lot
- Help us keep growing, month after month

Preview text for email: Join our monthly givers before GivingTuesday on December 1.

The email

> Hi [First name],
>
> Every garden starts small. [One sentence about what your organization does and who it helps.]
>
> This season, we're inviting neighbors like you to join [the Growing Circle], our community of monthly givers.
>
> A gift of $5 a month is $60 a year. At $10 a month, it's $120. [One sentence on what that makes possible, for example: "That's seeds and soil for a family plot."]
>
> Monthly gifts also let us plan ahead, so we can [order supplies early and commit to our spring programs].
>
> **[Button: Join us monthly]** Link this to your recurring donation form with Monthly selected.
>
> Prefer to give once? That works too, and we're grateful either way.
>
> Thank you for helping [what your organization grows or builds] keep growing.
>
> [Your name]
> [Your title], [Organization]
>
> P.S. GivingTuesday is December 1. Every monthly gift started then helps [goal or what it will fund].

Thank-you page

(Customization available on the extended form and the redesigned pay quickly.)

Headline: Welcome to [the Growing Circle]!

Body: Your monthly gift of [amount] starts today. Because you give every month, we can [plan ahead and keep our programs growing]. You'll get a receipt by email for each gift.

Optional line: [Want to see what your gift is doing? Sign up for our updates or follow us on social media.]

Receipt message

Thank you for your monthly gift to [Organization]. Your steady support lets us [what it makes possible] and plan ahead with confidence. [Include this sentence only if you use the Recurring Updater: To update your card or change your gift, use the link below.]

Tips from the webinar

- Start new donors small: $5-$10 a month, with larger levels up to $100.
- One sentence on what monthly gifts make possible works better than a paragraph.
- Link straight to the recurring form, so the first thing donors see is Monthly.
- Use the same language on the thank-you page and receipt, so the ask feels consistent.

Checklist - Before GivingTuesday, December 1, 2026

- ☐ Set recurring form amounts from $5 - $10 up to $100, plus "other" amount
- ☐ Turn on Recurring Auto Retry
- ☐ Turn on Send Decline Notice to Patron
- ☐ Enable Recurring Updater
- ☐ Allow amount and interval changes
- ☐ Add the recurring merge fields to your receipt
- ☐ Run a test recurring gift and open its update link