

Fname Lname
Address
City State Zip

Dear name,

Show your appreciation

Thank you! Your past support has _____

Issue your invitation

Suggested words and phrases

special invitation

as a loyal supporter

this invitation was prepared just for you

Have you wondered how you can make more of a difference?

“This is the most important thing we’ve ever asked you to do.” (Greenpeace)

lasting legacy

“That’s why I’m inviting you to become an Earth Advocate today.” (NRDC)

Extol the benefits of monthly giving

Suggested words and phrases

your convenience

predictable base of support

Help us _____ without ever writing another check!

Your case...and how your donor makes it possible

Show impact

The ask

With your gift of just \$5 a month we can _____

Your gift of just \$10 a month means that _____

Thank again

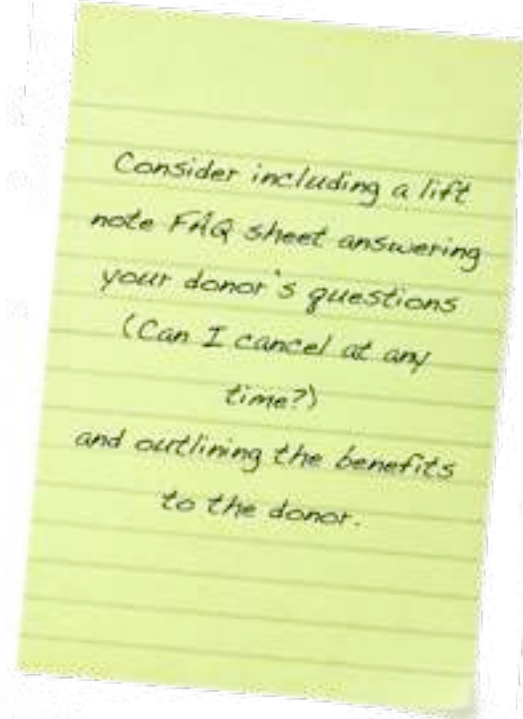
“Thanks to you, we work for long-term solutions.” (Oxfam)

Sincerely,

Handwritten Signature

Title

PS: When you become a monthly donor, you’ll have the satisfaction of _____.



The most important word in your MG appeal is you.