



10 Email Templates to Boost Recurring Donations



Introduction

There are a million reasons why donors might have given to your organization. But there's really only one reason they keep giving: they care.

So to boost recurring donations, **you need to make people care.**

How?

You need to consistently provide compelling content that will inspire, excite, and re-engage readers with your purpose.

You need to tell stories. Stories help to create context for your mission while building emotional connections. And people who are genuinely emotionally connected are much more likely to give again.

We created these email templates to inspire you, so you in turn can delight your supporters. The templates are divided into two sections:

1. **Email templates to turn one-time donors into recurring donors**
2. **Email templates to nurture recurring donors**

Use these examples to create engaging stories and design beautiful emails.

Let's dive in!

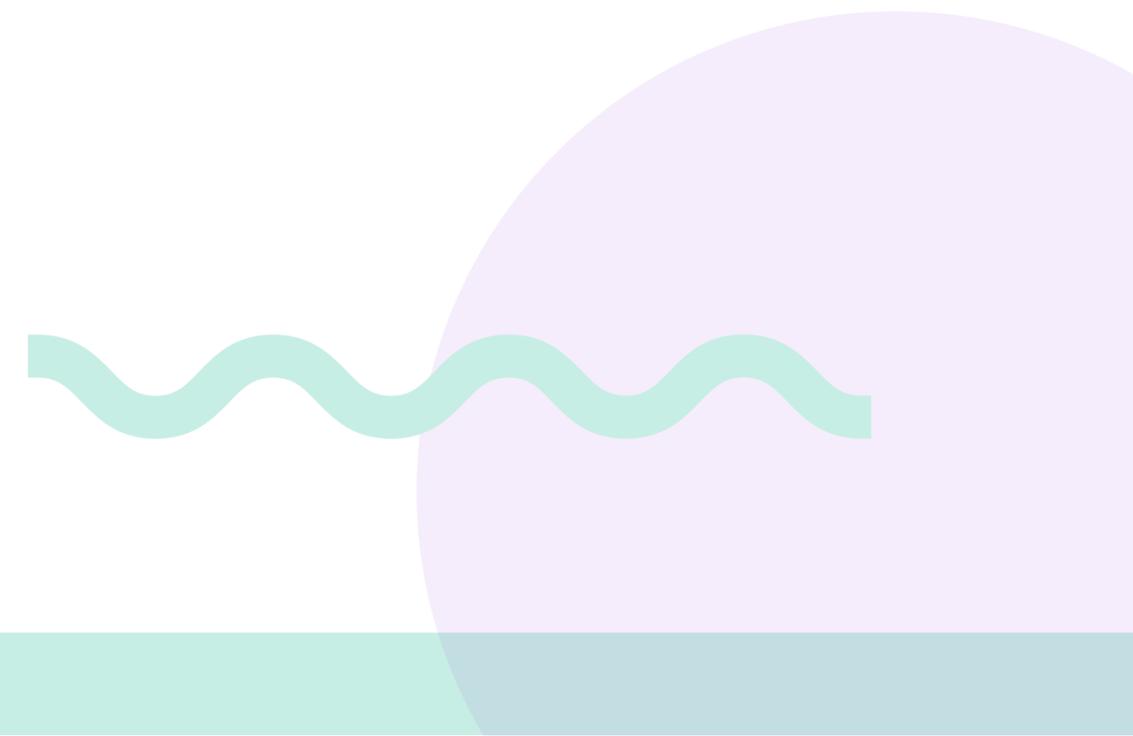
Section 1 - Turn one-time donors into recurring donors

In this section, we will show you examples of emails to turn one-time donors into recurring donors.

The key is to **show donors the value of a recurring donation.**

Here are a few tips to convince them to upgrade their gifts:

- **Tell your story.** Share the work you do every day and show your supporters how you are using their money to really make a difference.
- **Make your supporters feel important** by showing them how their contributions are making an impact.
- **Create incentives.** For instance, a matching gift initiative can go a long way in convincing people to become recurrent donors.
- **Be grateful.** Take the time to recognize your donors and their efforts.



1 - Beyond the Regular Thank You Email

Don't hesitate to be creative with your thank you emails. Use imagery, videos, or anything that helps create an emotional connection between your mission and your readers.

SUBJECT LINE: You Mean The 🌍 To Us

WHAT: To re-engage one-time donors

CTA: Upgrade your gift



oceanauts

We've got a sinking feeling—thanks to you!

Exactly one year ago, Oceanauts asked for your help exploring the briny depths of the Marinara Trench. Thanks to your generous sand dollars, our submarine is built and tested, we've got a crew ready to go, and our route is planned (turns out, we just have to go straight down, who knew?)

We couldn't have gotten this far without your extremely generous help and we wanted you to know how much it means to us that you were willing to support our mission.



The Oceanauts team wanted to offer you a special opportunity to upgrade your gift. Our monthly donors allow us to do even more while we're way, way down below and we would love for you to be an ongoing part of our underwater mission.

[Upgrade your gift](#)



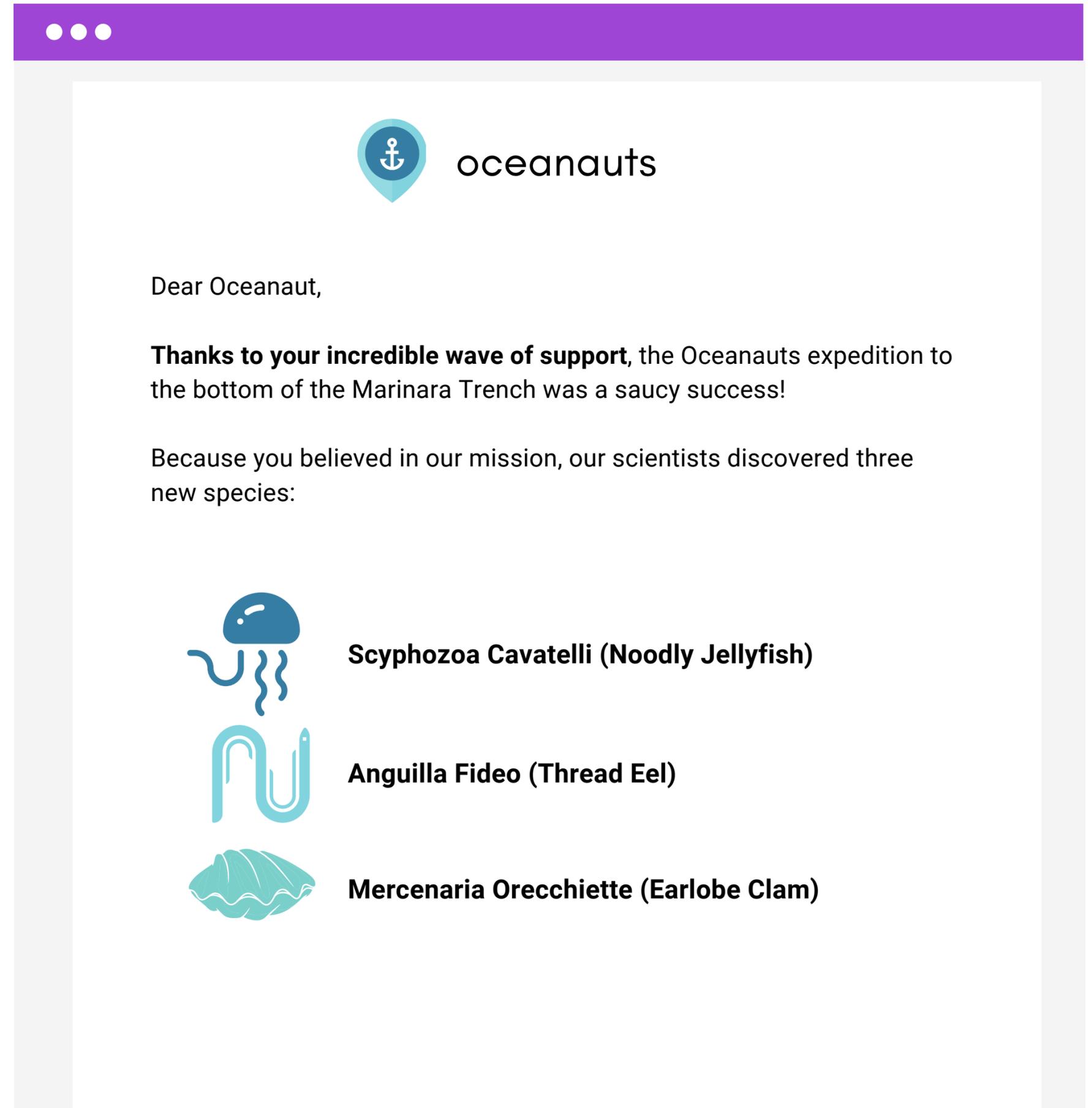
2 - Impact Appeal Email

To turn one-time donors into recurring donors you need to create a sense of pride. That's why you should always communicate about what you've been able to achieve with donations.

SUBJECT LINE: We had a whale of a time!

WHAT: Share the impact of donors' contributions and explain how recurring donations make a difference

CTA: Become a monthly donor



Plus we gathered data on climate change's effects on the deep-sea environment, as well as information about shipping noise and underwater acoustics that we can use to plan future conservation efforts.

As you know, our long-term mission is to study and preserve deepwater environments and **we can't do it without donors like you.**



We're writing today to ask you to join us for more exciting undersea adventures; specifically, we're seeking out monthly gifts from conscientious ocean enthusiasts like yourself so that we can analyze the data we've collected and put it into action during our next expedition.

[Become a monthly donor](#)

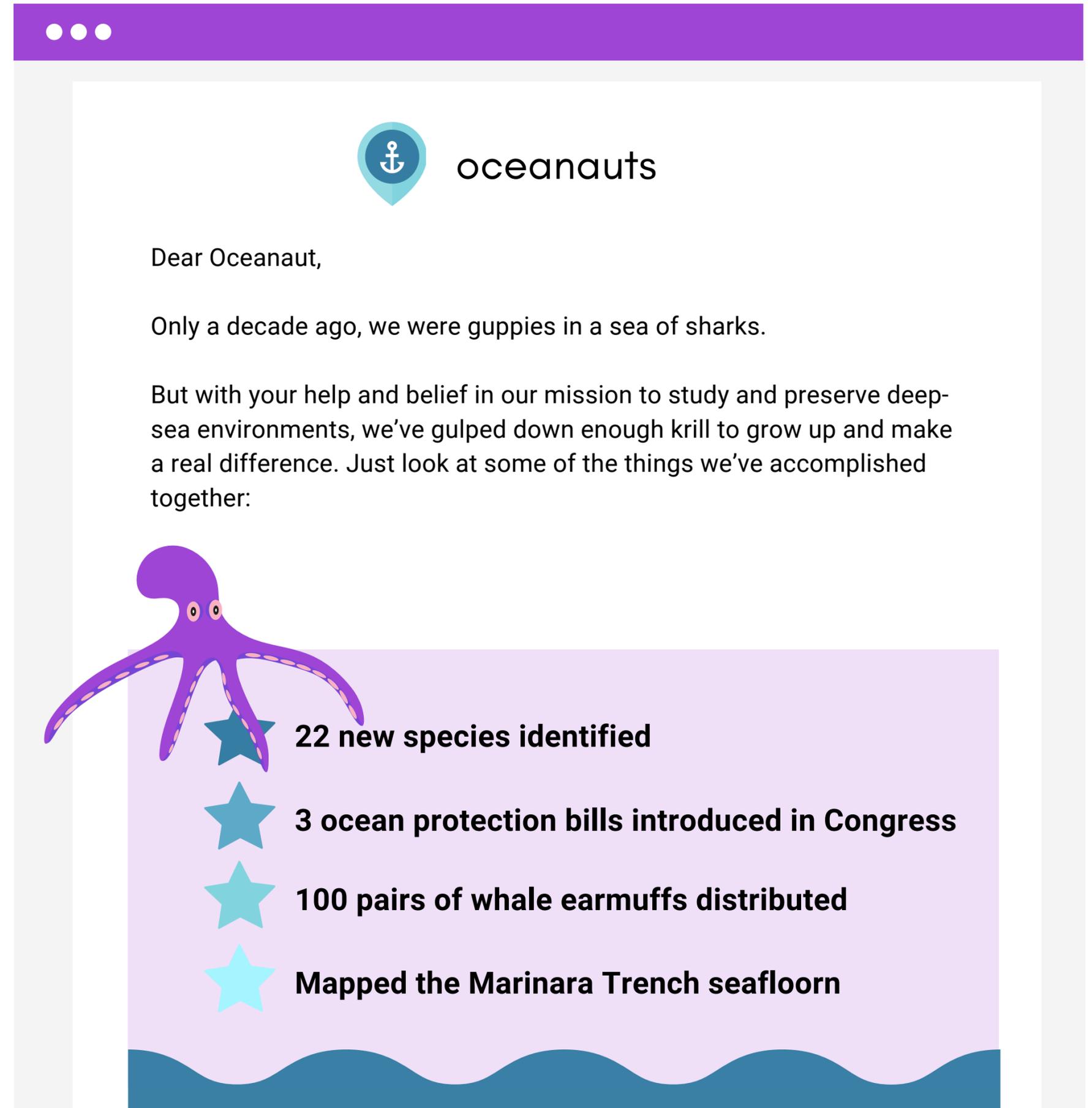
3 - Milestones

Your supporters want to hear about the incredible things you have accomplished. Make sure to highlight your achievements in a visually appealing way.

SUBJECT LINE: You're an important part of the rising tide!

WHAT: Give donors a good reason to upgrade their gifts

CTA: Become a monthly donor



The image shows a mockup of an email template for 'oceanauts'. At the top, there is a purple header bar with three white dots on the left. Below the header, the word 'oceanauts' is displayed next to a teal location pin icon containing a white anchor. The main body of the email is white and contains the following text:

Dear Oceanaut,

Only a decade ago, we were guppies in a sea of sharks.

But with your help and belief in our mission to study and preserve deep-sea environments, we've gulped down enough krill to grow up and make a real difference. Just look at some of the things we've accomplished together:

Below this text is a purple octopus illustration. To its right, a light purple rectangular box contains a vertical list of four achievements, each preceded by a star icon of increasing size and brightness from top to bottom:

- ★ 22 new species identified
- ★ 3 ocean protection bills introduced in Congress
- ★ 100 pairs of whale earmuffs distributed
- ★ Mapped the Marinara Trench seafloorn

The bottom of the email template features a dark teal wavy border representing water.

We couldn't have achieved so much without your generous support.



Today we're calling on you and the entire Oceanauts community to recommit to our collective cause by signing up to give on a monthly basis so that we can continue to safeguard the deepest, most vulnerable parts of our blue marble.

Become a monthly donor

4 - Ask for Commitment

Offer one-time donors the unique chance to earn a special status. By creating a special giving program, you're giving importance to their commitment.

SUBJECT LINE: An Oceanauts Exclusive Offer

WHAT: An invitation to be part of your special, exclusive program

CTA: Sign up today



As an important member of the Oceanaut community, we're writing today to let you know about a brand new, exclusive program: **the Beluga Pod.**

Beluga Pod members are our biggest supporters, providing scheduled monthly donations to ensure the Oceanauts are able to continue our mission to safeguard the earth's deepest seas.

With your monthly gift, we can plan future expeditions, ensure our equipment is safe and secure, and keep delivering amazing scientific discoveries to you and the world!

[Sign Up Today](#)

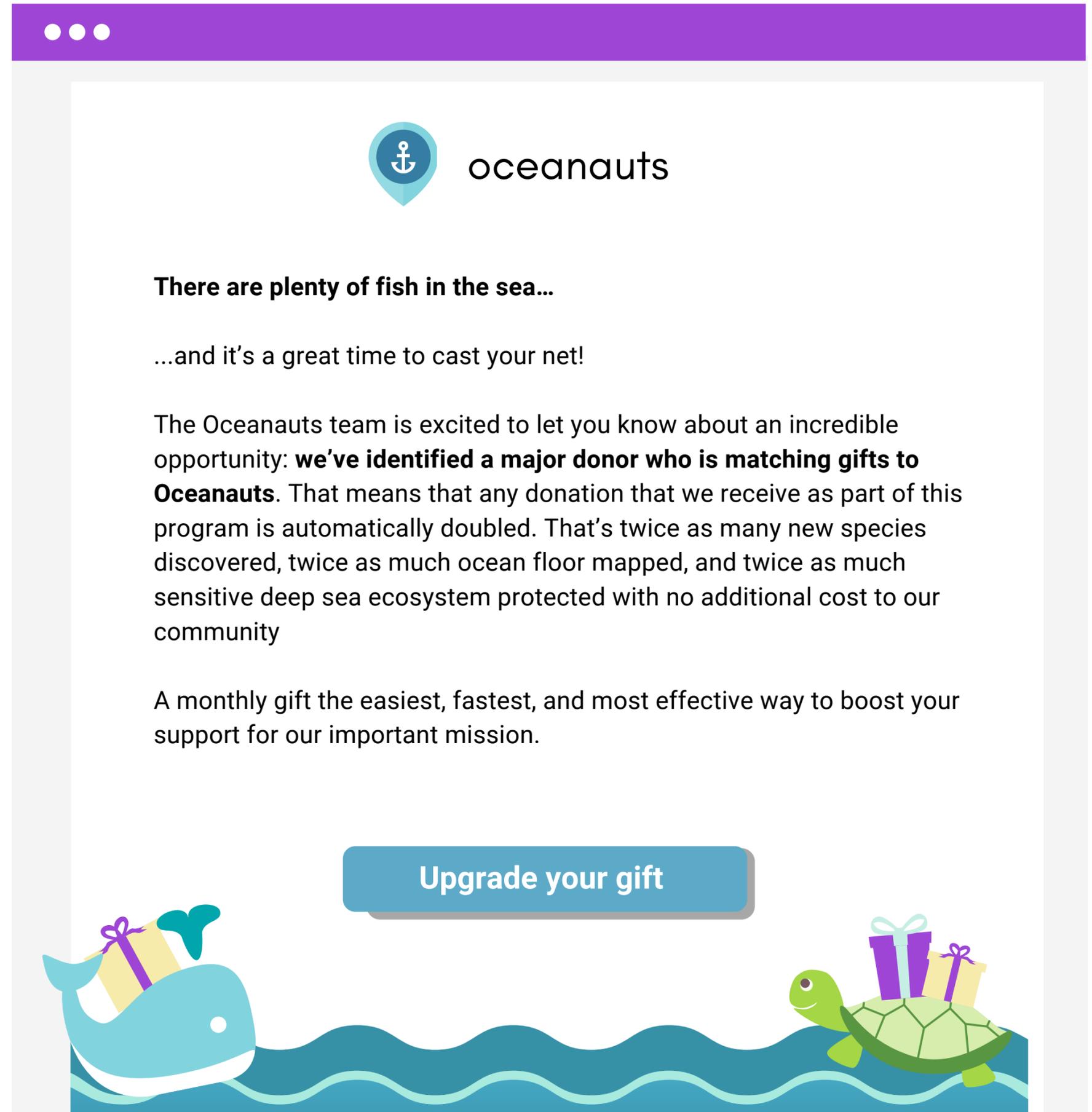
5 - Matching Gift Email

Matching gifts can act as a powerful incentive. Donors are more likely to upgrade their gifts if they know it will double the impact.

SUBJECT LINE: Double your impact today

WHAT: Let your supporters know about matching gift opportunities and what you will use the money for

CTA: Upgrade your gift



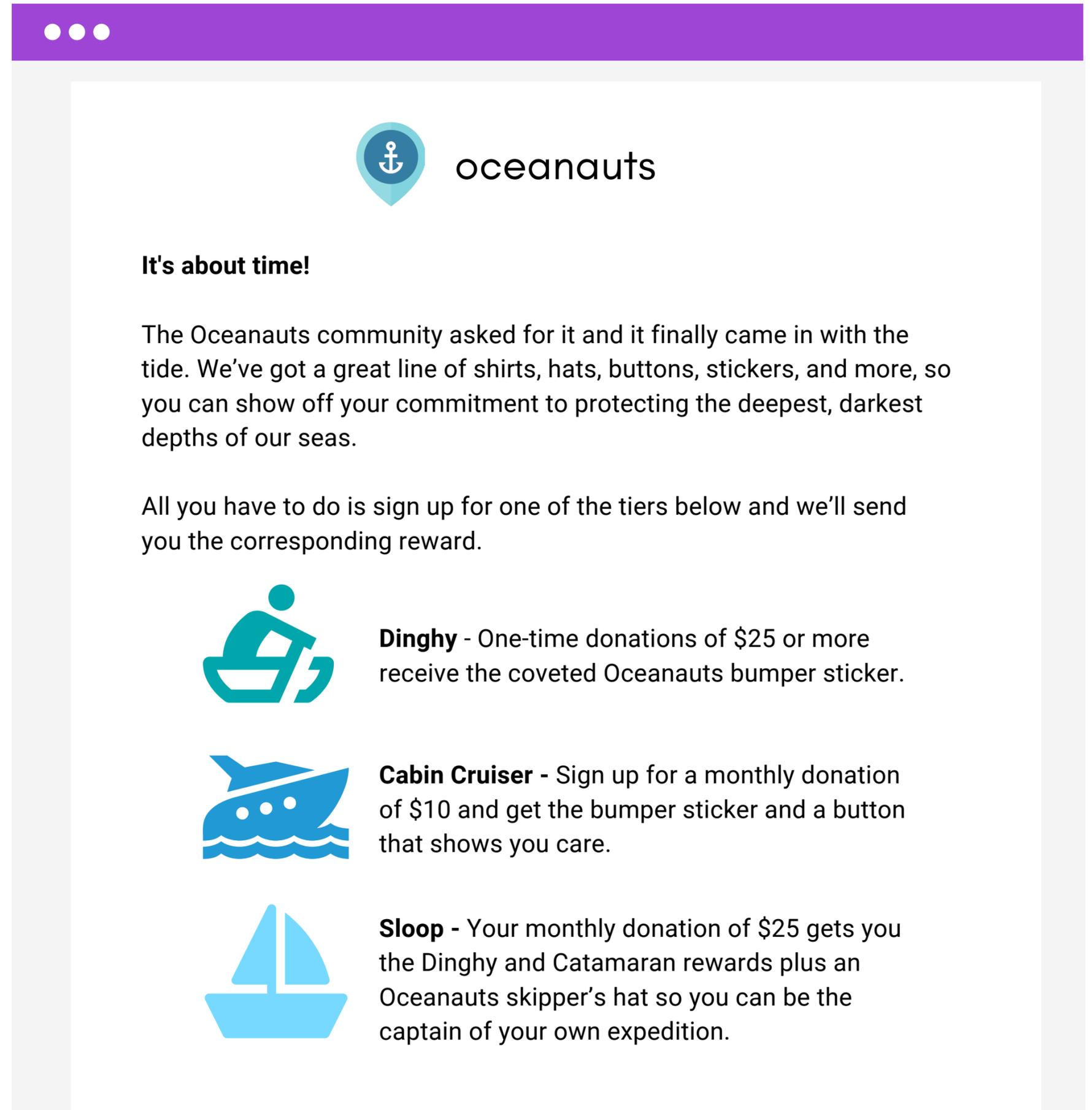
6 - Customized Swag Email

The simplest branded goodies can keep your donors engaged and turn them into goodwill ambassadors for your organization.

SUBJECT LINE: Get your rew-arr-r-d 

WHAT: List all the swag you have to offer and give creative names to the different donation tiers

CTA: Sign up today





Catamaran - Just \$50 per month earns you all the rewards up to this point, plus the softest cotton Oceanauts t-shirt you've ever worn. Jacques Cousteau would be jealous.



Research Vessel - Our highest tier of \$100 per month qualifies you, our deepest supporters, for the bumper sticker, the button, the skipper's hat, the t-shirt, and, so you can stay warm when you're out on the high seas, an organic, ringspun cotton hoodie emblazoned with the Oceanauts logo. Available in three colors!

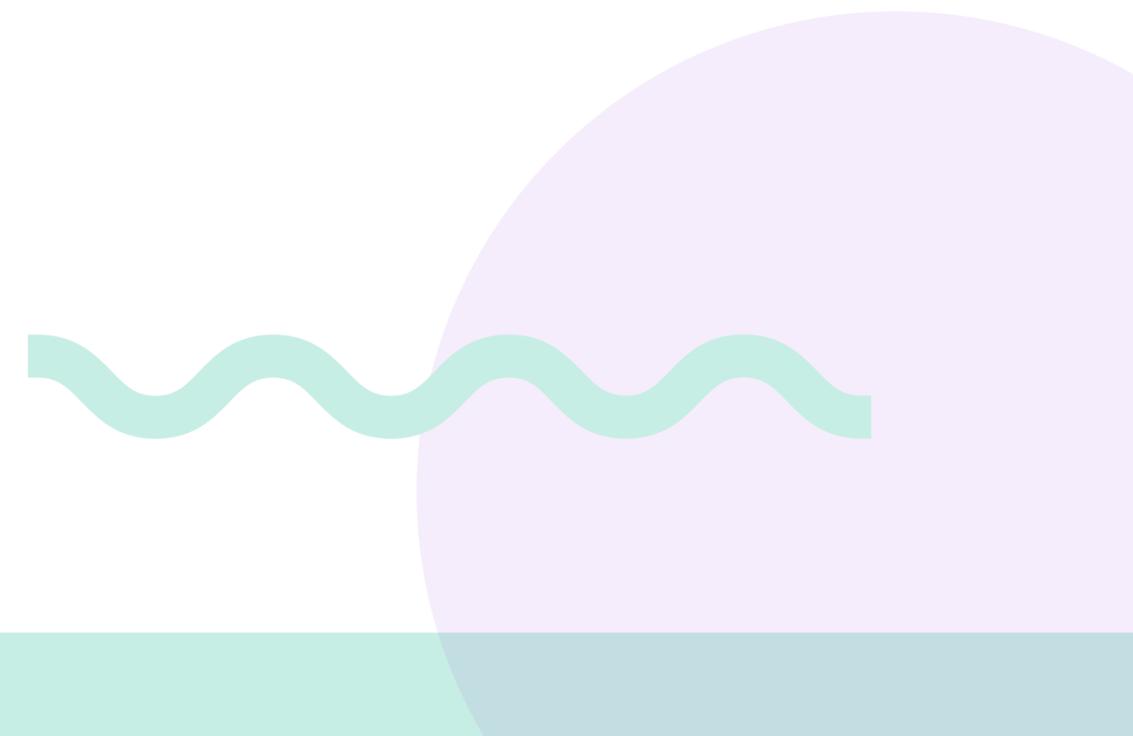
[Sign up today](#)

Section 2 - Nurturing recurring donors

You should never take your recurring donors for granted.

Once donors have decided to upgrade their gift, they're starting a new kind of relationship with you. They committed to making a donation on a regular basis, and that's why **you should make them feel special**.

Use emails to cultivate a consistent warm feeling with your recurring donors. Most importantly, never stop telling them about the positive impact they're making.



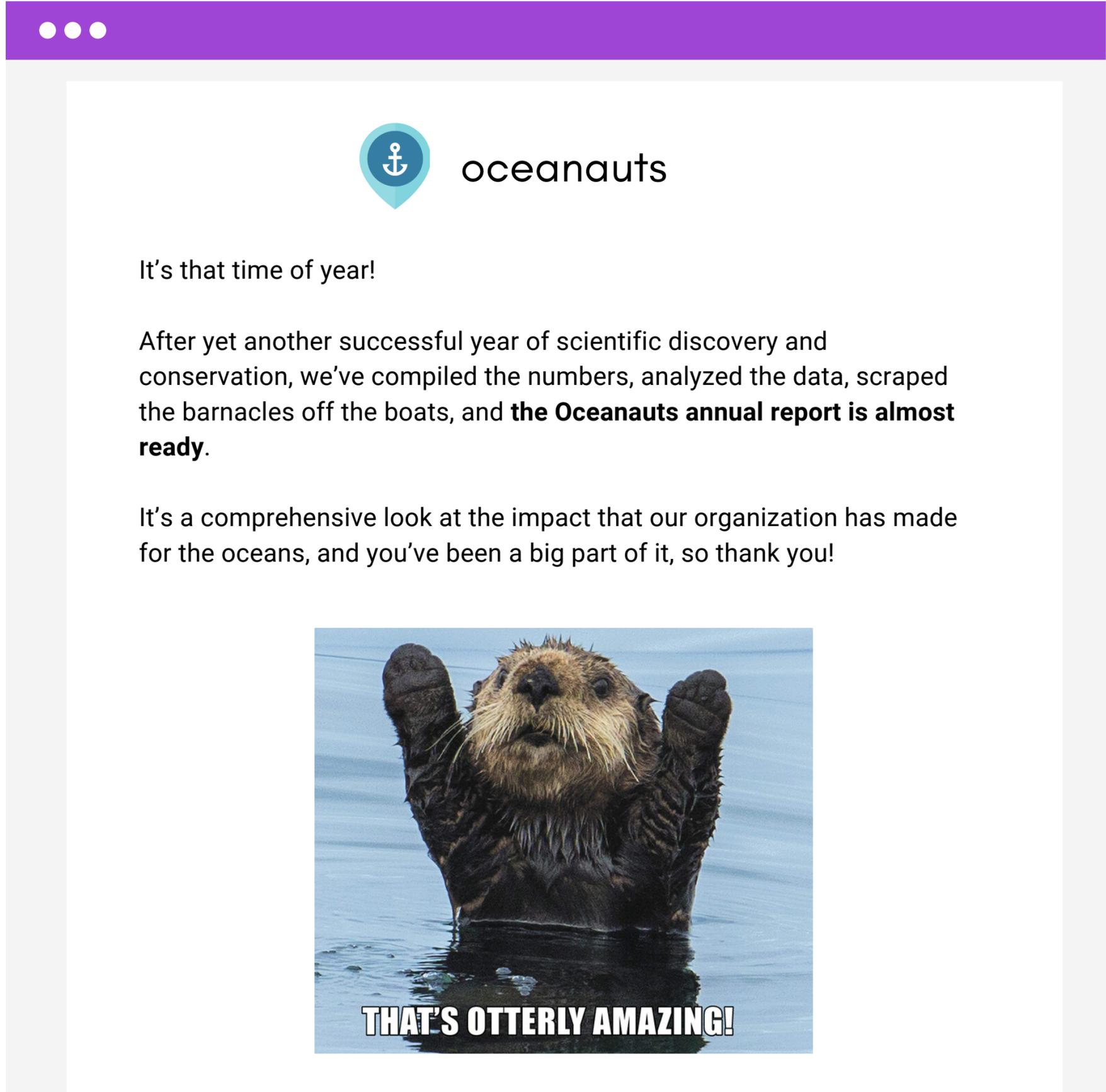
7 - Annual Report Announcement

Give your recurring donors an exclusive preview of your annual report! Annual reports are an vital opportunity to show off the impact you've achieved and engage with your donors in a way that makes them feel both appreciated and motivated to continue their support.

SUBJECT LINE: Dive into our Annual Report

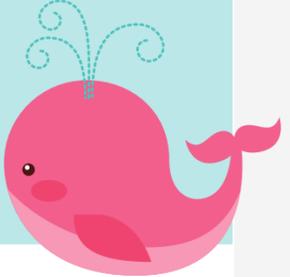
WHAT: Send a personalized email to your monthly donors and try to link your achievements to their support

CTA: Get the report



This year's report features a special section on our valued recurring donors. Monthly donors like you are the lifeblood of Oceanauts and we couldn't do it without you. Here are just a few highlights:

- ★ **Recurring donors provide 38% of our budget** but only make up about 10% of our community. You guys rock
- ★ **A 10% increase in the number of recurring donors** this year allowed us to fund two new programs in the Indian Ocean.
- ★ **Increasing your monthly donation by just \$5** funds our Whale Wescue program for a whole day.



[Get the report](#)

8 - Giving Day Email

Relevant giving days are powerful themes. But you shouldn't saturate your recurring donors with another fundraising ask. Instead, show how much you trust them to talk about you to their friends and family.

SUBJECT LINE: Happy Earth Day!

WHAT: Ask your supporters to share the word about your mission

CTA: Help us spread the word



Happy Earth Day to you and the entire Oceanauts family!



Earth Day isn't just about protecting the land under our feet, it's also about studying and preserving everything under the surface of the seas, no matter how deep it is.

And like a school of minnows, the bigger the school, the better. So that's why **we're asking you to share our Earth Day message on social media and by email with everyone you know who is willing to stand strong for a clean ocean.**

Just click the links below to repost our message and link asking potential new Oceanauts to give just \$5 to protect the briny blue. We want to grow our school as much as we can and we need your help.

[Help us spread the word](#)

9 - Recurring Donor Spotlights

Focusing on people who have made a special contribution to your organization can both inspire action and pride. A donor spotlight is an easy and effective way of nurturing your recurrent donors.

SUBJECT LINE: Meet our donor of the month

WHAT: Tell readers the achievements you've reached together

CTA: Read the story



oceanauts



Ahoy mateys!

This month we're featuring a long-time monthly donor, a member of the Research Vessel tier, and an all-around salty dog. **Please join us in celebrating Willard Whyte, our Oceanaut of the Month.**

Willard joined the Oceanauts way back in 2007. And even though he lives in Lebanon, Kansas, the geographic center of the continental United States, about as far away from the ocean as a person could get, he cares so deeply (*pun intended*) about what's happening way down below that he continues to be one of our most active community members.

Check out his Instagram feed, where he posts pictures of the ocean-themed paintings he does.

Read William's Story

So please help us thank Willard Whyte for being such an important part of the Oceanauts community. Send him a DM or even buy one of his paintings (all proceeds go toward saving the deep seas).



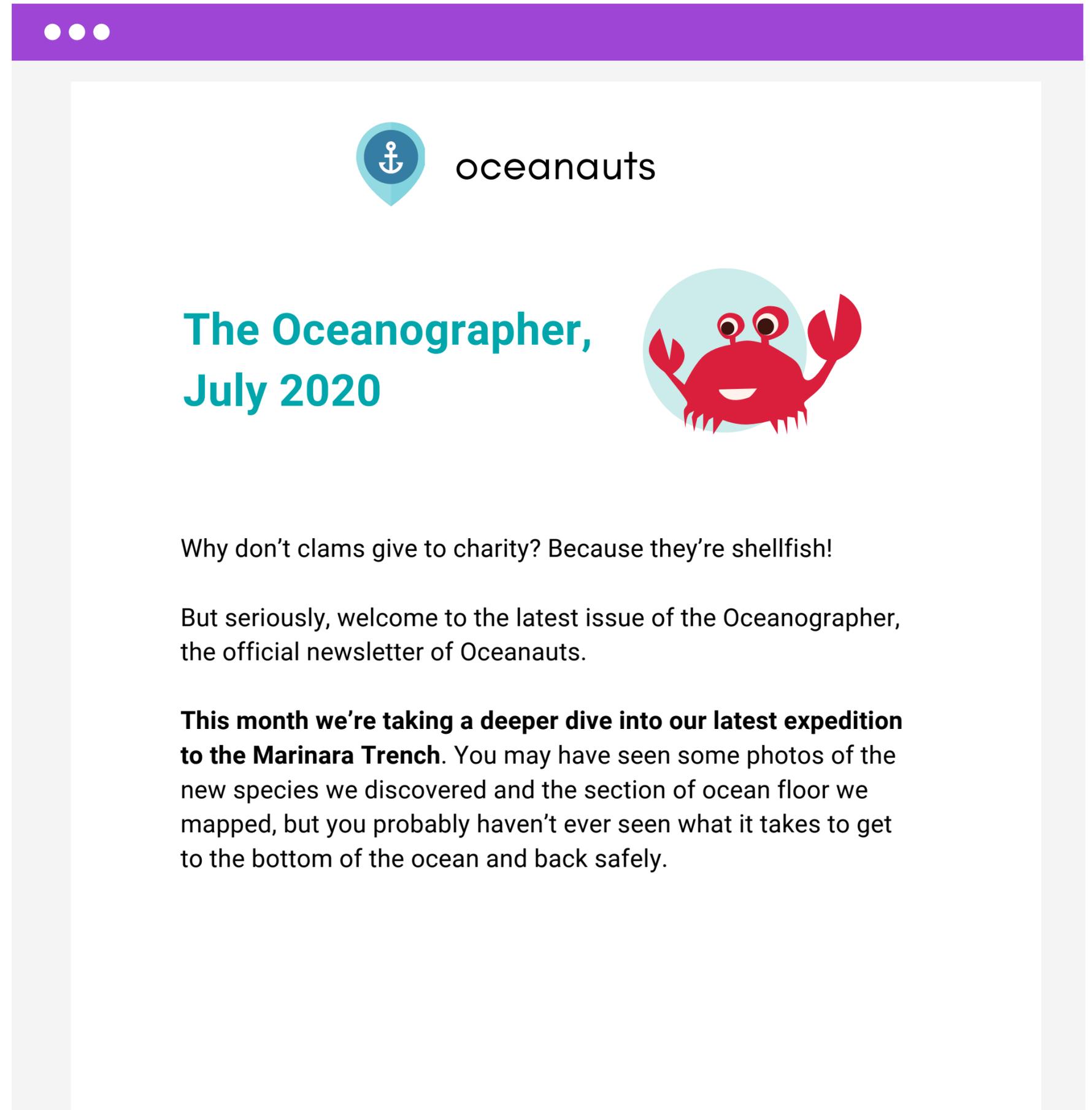
10 - Behind-the-Scenes Email

Immerse the viewer in your every day work. Giving updates on what you do is the best way to create meaningful bonds with recurring donors.

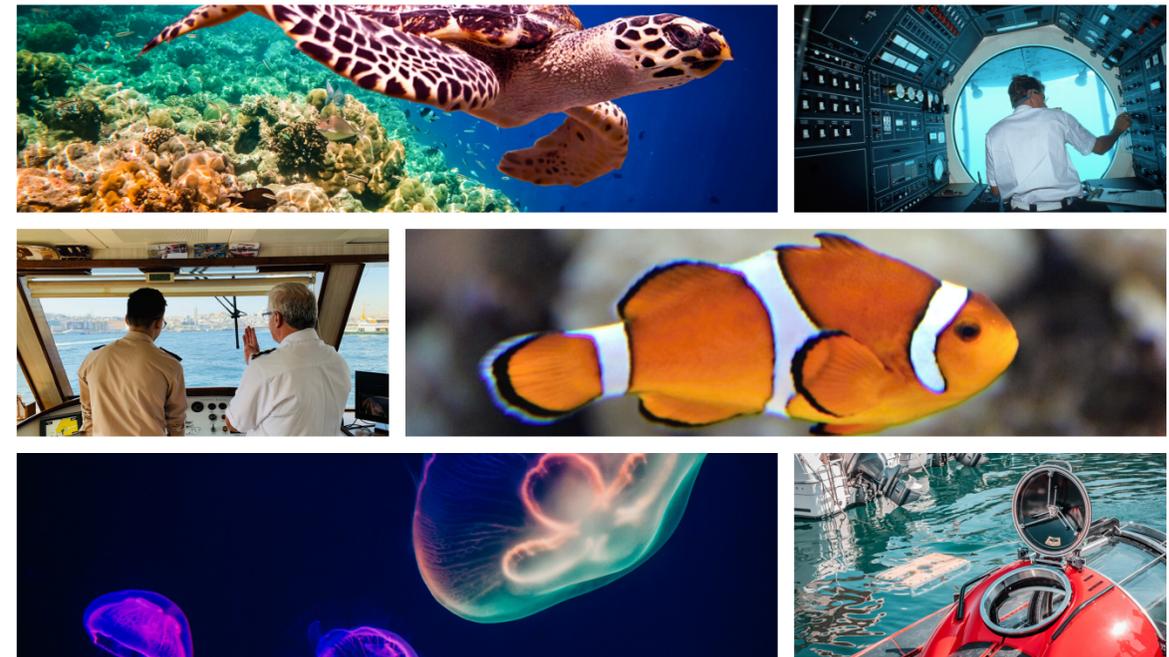
SUBJECT LINE: The Oceanographer: July Edition

WHAT: What has your organization been up to? Share the news and include pictures to show why your actions matter

CTA: Read more



Here's a photo gallery of pictures from our research vessel, The Rose Dewitt, and our submersible, The Jack Dawson, that shows all the amazingly smart and talented people involved, the technology required, and the weather conditions experienced during our expedition (it was swell!)



Without donors like you, expeditions like this could never happen.

[Read more](#)



The dogs that love us

Say hello to Dexter 🐾
This good boy has been cheering up clients in our Downtown Campus for the past 6 months. He was rescued one year ago, and is now one of the most playful animals you could ever imagine!

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1. Add a row to the header, body or footer section

2. Drop content blocks into the row

- Text
- Boxed Text
- Image
- Image Card
- Image Caption
- Websites
- Footer
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