

**Subscription Giving Engagement Plan**

Contents

[Audience 1: Recent donor (last gift within last 3 years) AND with largest gift at or under $250 3](#_Toc67530805)

[DAY 1 3](#_Toc67530806)

[Email 1 3](#_Toc67530807)

[DAY 2 6](#_Toc67530808)

[Social Media 6](#_Toc67530809)

[Text Message 6](#_Toc67530810)

[DAY 3 6](#_Toc67530811)

[Video Script 6](#_Toc67530812)

[DAY 4 7](#_Toc67530813)

[Email 2 7](#_Toc67530814)

[DAY 6 8](#_Toc67530815)

[Social Media 8](#_Toc67530816)

[Text Message 9](#_Toc67530817)

[DAY 8 9](#_Toc67530818)

[Email 3 9](#_Toc67530819)

[DAY 10 11](#_Toc67530820)

[Email 4 11](#_Toc67530821)

[Video Script 13](#_Toc67530822)

[DAY 11 13](#_Toc67530823)

[Email 5 13](#_Toc67530824)

[AUDIENCE 2: Non-donors and 3-yr or more lapsed donors 15](#_Toc67530825)

[DAY 1 15](#_Toc67530826)

[Email 1 15](#_Toc67530827)

[DAY 2 17](#_Toc67530828)

[Social Media 17](#_Toc67530829)

[Text Message 17](#_Toc67530830)

[DAY 3 18](#_Toc67530831)

[Video Script 18](#_Toc67530832)

[DAY 4 18](#_Toc67530833)

[Email 2 18](#_Toc67530834)

[DAY 6 20](#_Toc67530835)

[Social Media 20](#_Toc67530836)

[Text Message 20](#_Toc67530837)

[DAY 8 21](#_Toc67530838)

[Email 3 21](#_Toc67530839)

[DAY 10 22](#_Toc67530840)

[Email 4 22](#_Toc67530841)

[Video Script 24](#_Toc67530842)

[DAY 11 25](#_Toc67530843)

[Email 5 25](#_Toc67530844)

Subscription Giving Engagement Plan

**Focus:**

Here at Network for Good, we are working to empower our nonprofits to fundraise effectively by offering resources to help you better communicate with your stakeholders.

The focus for this engagement plan is to invite prospects and donors to commit to making an automatic monthly donation, similar to subscribing to a streaming or delivery service like Netflix, Spotify, or Blue Apron.

We’d like to introduce you to a new way to frame your monthly giving program. Network for Good has developed a Subscription GivingSM model that has produced amazing results. In a pilot study, Subscription Giving users saw 2x more total funds raised and 6x more recurring donor revenue than the control group.

Your fundraising software will automatically segment your contacts and create two distinct email lists based on the information you have uploaded. These lists will include:

1. Donors who have given within the last 3 calendar years AND with a largest gift at or under $250.

2. Non-donors and donors that are lapsed for 3 calendar years or more (not including event ticket purchases).

You also have the option to add additional contacts into the two lists at the start of the campaign. However, you will not be able to add new contacts at any point after you send the first email. Then once a donor donates, they will be removed from the list and will not receive any further communications.

# Audience 1: Recent donor (last gift within last 3 years) AND with largest gift at or under $250

# DAY 1

## Email 1

*Subject line:* \*|First Name|\*,have you heard about {Beneficiary’s name}?

Dear \*|First Name|\*,

I’m writing to you today because you’ve kindly supported our efforts to {impact unacceptable issue related to your mission} in the past and I trust that you truly care – so I’d like to tell you about a {woman/man/person} I’ll call {Beneficiary’s name}.

[Tell beneficiary’s story. Use language that evokes emotions and empathy.]

{Data or information that shows the beneficiary is part of a larger problem/cause}.

**You have the power to change all of that.**

**Today you can help {beneficiaries impacted by the problem}. That’s why I’m inviting you to join the {Giving Campaign Page}—a monthly giving program that {explain main mission}.**

Your ongoing monthly contribution will:

* {action verb + beneficiaries}
* {action verb + beneficiaries}
* {action verb + beneficiaries}

By joining the {Giving Campaign Page}, you will make a huge impact on {cause} without impacting your monthly budget.

You can feel great about setting up this convenient monthly donation and providing a predictable base of support for {issue they care about OR beneficiaries of programs}.

Become a {Giving Campaign Page} member today and you’ll enjoy:

* The knowledge that your donation is put to work immediately
* Monthly updates on the difference your dollars are making
* Hassle-free automatic monthly donations from your credit card
* The ability to change or suspend your donations at any time
* Complete statements provided for tax purposes
* **The joy of knowing that you’re changing someone’s life**

As you reflect on the difference you want to make in the world, please remember {beneficiaries} need you!

**With your gift of just {$ amount} a month you will {impact of donation}.**

**Can {beneficiaries} count on you today?**



Thanks in advance,

{Name}

{Title}

**P.S.****Every gift {difference/impact of gift} - whether a monthly commitment or a one-time gift.**

**SAMPLE**

Subject line: Have you heard about Ruth?

Hi Marilynn,

I’m writing to you today because you’ve kindly supported our efforts to provide healthcare in the past and I trust that you truly care – so I’d like to tell you about a woman I’ll call Ruth.

Ruth, a lively 61-year-old woman, will tell you how much her life has improved since she found the Jacksonville Volunteer Clinic. ***“I feel so optimistic. I have a lot of energy now, which I had lost. I feel so healthy.”***

A long-time diabetic, Ruth’s disease *– and life –* felt out of control. A Jacksonville Volunteer Clinic doctor explained the toll diabetes was taking on her and what she could do to slow its progress. *Something clicked!*

Ruth began attending health education, nutrition and pharmacy counseling. She met with nurses, doctors, and specialists. Ruth has lost over 90 pounds and lowered her blood pressure & blood sugar level. *Her diabetes is now under control.*

***“This Clinic has helped me so, so much… with a nutritionist, medications, counseling, videos about diabetes & high blood pressure. I’m so eternally grateful because you have helped me become healthier…there is no price for that. May God continue to bless the volunteers, staff, and donors.”***

The truth is, for many of our Jacksonville neighbors, access to health care, medications, tests, referrals, and health education to improve health and enhance quality of life remains out of reach.

**You have the power to change all of that.**

At the Volunteer Clinic, Ruth found the medical attention she needed. More than that, she was able to manage her condition and find new energy and enthusiasm in life.

You can help others like Ruth. That’s why I’m inviting you to join the WeCare Club—a monthly giving program that supports health education and medical services in Jacksonville.

Your ongoing monthly support will:

* Ensure that nutritionists, technicians, nurses, and doctors are available for daily appointments.
* Provide a welcoming, non-judgmental community of support and encouragement.
* Change the health and wellness trajectory for many families in Jacksonville.

By joining the WeCare Club, you will make a huge impact on our uninsured neighbors without negatively impacting your monthly budget.

You can feel great about setting up this convenient monthly donation and providing a predictable base of support for your neighbors who long to be healthy.

Become a WeCare Club member today and you’ll enjoy:

* The knowledge that your donation will be put to work immediately
* Monthly updates on the difference your dollars are making
* Hassle-free automatic monthly donations from your credit card
* The ability to change or suspend your donations at any time
* Complete statements provided for tax purposes
* **The joy of knowing that you’re changing lives**

As you reflect on the difference you want to make in the world, please remember others like Ruth need you!

**With your gift of just $20.21 a month, you will give peace of mind and hope to a neighbor in need of medical care.**

**Can they count on you today?**

Thanks in advance,

John Smith

Board Chair

**P.S. As a WeCare Club member, you’ll have the satisfaction of knowing that your $20.21 donation each month makes a world of difference for a neighbor.**

# DAY 2

## Social Media

Do you believe {mission solution}? Are you fed up with the status quo? Are you looking for a way to confront injustices even when you’re exhausted for trying? Your subscription gift to \*|Organization Name|\* will do just that – without wreaking havoc on your budget. Join the {Giving Campaign Page} and know you’re standing up for what is right.

**SAMPLE**

Do you believe that everyone deserves medical care? Are you fed up with the status quo? Are you looking for a way to confront injustices even when you’re exhausted for trying? Your subscription gift to Jacksonville Volunteer Clinic will do just that – without wreaking havoc on your budget. Join the WeCare Club and know you’re standing up for what is right.

## Text Message

Did you know you could make a **BIG** difference in the fight for {cause/mission} with a **LITTLE** monthly gift of {Amount}. **Join a special community of Subscription Givers who are committed to {big picture impact/vision of gift}.** Subscribe for **GOOD** here.

**SAMPLE**

Did you know you could make a **BIG** difference in the fight for accessible medical care with a **LITTLE** monthly gift of $20.21. **Join a special community of Subscription Givers who are committed to accessible healthcare.** Subscribe for **GOOD** here.

# DAY 3

## Video Script

Hello. I’m {Name} the {Title} from \*|Organization Name|\*. You are part of our community because you believe in {mission}. I’m reaching out today because I trust you care.

For too long, {explain cause you address}. At \*|Organization Name|\* we’re committed to confronting this issue head-on. That’s why I’m asking you today to become a subscription donor. Your monthly gift of {Amount} will ensure that our work continues consistently and effectively. Please visit our website or text the word GIVE to {xxx-xxx-xxxx} to set up your monthly gift or one time donation today. Thank you.

**SAMPLE**

Hello. I’m Nancy Kane, the Executive Director from the Jacksonville Volunteer Clinic. You are part of our community because you believe in the inherent right of medical care for everyone. I’m reaching out today because I trust you care.

For too long, accessible healthcare and medical attention has been beyond the reach of many of our neighbors. At Jacksonville Volunteer Clinic we’re committed to confronting this issue head-on. That’s why I’m asking you today, Marilynn, to become a subscription donor. Your monthly gift of $20.21 will ensure that our work continues consistently and effectively. Please visit our website or text the word GIVE to 123-456-7890 to set up your monthly gift or one time donation today. Thank you.

# DAY 4

## Email 2

Subject line: \*|First Name|\* are you up to the challenge?

Hi \*|First Name|\*,

A few days ago, I shared the story of {Beneficiary’s name}.

While {Beneficiary’s name} has {impact of programs/services} and great progress has been made in {impact of organization’s programming in relation to the problem}, your support is key to solving {bigger problem}.

**You have the power to make a difference.**

You’ve been generous with your support in the past, and that’s why I’m inviting you to join the {Giving Campaign Page} today.

Your ongoing monthly contribution will:

* {action verb + beneficiaries}
* {action verb + beneficiaries}
* {action verb + beneficiaries}

By joining the {Giving Campaign Page}, you can make a huge impact on {cause} without negatively impacting your monthly budget.

You can {action verb} {beneficiaries} andfeel great about setting up this convenient (and budget-friendly) monthly donation, providing a predictable base of support for {issue they care about OR beneficiaries of programs}.

**With just {$ amount} a month you can create {impact of donation}. Can I count on you today?**

****

Thanks in advance,

{Name}

{Title}

**P.S. For as little as {$Amount} a day, you’ll {action verb + a beneficiary} and make a world of difference. Thanks in advance.**

**SAMPLE**

Hi Marilynn,

A few days ago, I shared the story of Ruth.

While Ruth has found the medical care she needs, and great progress has been made in providing medical attention for others, your support is key to offering consistent health education and medical services to the under- and uninsured in Jacksonville.

**You have the power to make a difference.**

You’ve been generous with your support in the past, and that’s why I’m inviting you to join the WeCare Club today.

Your ongoing monthly contribution will:

* Provide access to medical professionals for those who need it
* Encourage consistent management of chronic conditions to avoid the need for acute services
* Build a community of non-judgmental support and inclusion

By joining the WeCare Club, you can make a huge impact on creating a healthy Jacksonville with minimal impact on your monthly budget.

You can support the health and wellness of under- and uninsured children and adults. Your ongoing support will provide a predictable base of support for the education programs and medical attention provided by the Jacksonville Volunteer Clinic.

**With just $20.21 a month, you can offer health and wellness to our neighbors. Can I count on you today?**



Thanks in advance,

Nancy Kane

Executive Director

**P.S. For as little as 67₵ a day, you’ll bbe supporting urgently needed medical services and making a world of difference.**

# DAY 6

Social Media

We can’t {problem to solve} overnight. Together we must act consistently, continuously, and consciously to confront the issue. Join a special community of Subscription Givers who are committed to {big picture impact/vision of gift} with a monthly donation today. Click HERE or text the word GIVE to {xxx-xx-xxxx} to support this important work today.

**SAMPLE**

We can’t reconstruct the entire healthcare system overnight. Together we must act consistently, continuously, and consciously to confront the issue. Join a special community of Subscription Givers who are committed to providing free or affordable medical attention and education to the under-insured with a monthly donation today. Click HERE or text the word GIVE to 123-456-7890 to support this important work today.

Text Message

We can’t {problem to solve} overnight. Together we must act consistently, continuously, and consciously to confront the issue. Join a special community of Subscription Givers who are committed to {big picture impact/vision of gift} with a monthly donation today. Click HERE or text the word GIVE to {xxx-xx-xxxx} to support this important work today.

**SAMPLE**

We can’t reconstruct the entire healthcare system overnight. Together we must act consistently, continuously, and consciously to confront the issue. Join a special community of Subscription Givers who are committed to providing free or affordable medical attention and education to the under-insured with a monthly donation today. Click HERE or text the word GIVE to 123-456-7890 to support this important work today.

# DAY 8

## Email 3

Subject line: Have you wondered how you make a difference?

Hi \*|First Name|\*,

Thanks to you and other generous supporters in our area, {beneficiaries} like {Beneficiary Name from story} have {impact of programs/services}.

The shocking truth is {statistic of bigger problem/crisis}.

**You have the power to change all of that. That’s why I’m reaching out to you today.**

I’m hoping that you’ll join the {Giving Campaign Page} to {impact of gift}.

You know how subscriptions work. You probably have a few already – for entertainment, news, food or health care products. We live in a subscription world.

***So, I’m asking you to subscribe for GOOD.***

By joining the {Giving Campaign Page}, your monthly support will:

* {action verb + beneficiaries}
* {action verb + beneficiaries}
* {action verb + beneficiaries}

{Giving Campaign Page} members choose to make monthly gifts to \*|Organization Name|\*, providing a consistent, reliable resource to handle any situation.

And you’ll have the joy of knowing that your donation is put to work immediately, changing lives.

**With your gift of just {$ amount} a month you can offer {emotional impact of donation}. Can I count on you today?**

Thanks in advance,

Name of Founder/ED/Board Chair

**P.S. For as little as {$Amount} a day, you’ll {action verb + a beneficiary} *and* make a world of difference.**

SAMPLE

Subject line: Have you wondered how you can make a difference?

Hi Marilynn,

Thanks to you and other generous people in our area, our neighbors receive health care, medications, tests, referrals, and health education to improve health and enhance quality of life.

The shocking truth is that many folks -- worried parents with sick children, adults, young and old, and neighbors -- patiently line up every week for much-needed medical services. Too many lack access to even the most basic healthcare services.

**You have the power to change all of that. That’s why I’m reaching out to you today.**

I’m hoping that you’ll join the WeCare Club to create a world where no one in Jacksonville needs to choose between seeking medical attention and putting food on the table.

You know how subscriptions work. You probably have a few already – for entertainment, news, food or health care products. We live in a subscription world.

***So, I’m asking you to subscribe for GOOD.***

By joining the WeCare Club, your monthly support will:

* Ensure that nutritionists, technicians, nurses, and doctors are available for daily appointments
* Provide a welcoming, non-judgmental community of support and encouragement
* Change the health and wellness trajectory for many families in Jacksonville

WeCare Club members choose to make monthly gifts to the Volunteer Clinic, providing a consistent, reliable resource to handle any situation.

And you’ll have the joy of knowing that your donation is put to work, immediately changing lives.

**With your gift of just $20.21 a month, you can offer health and wellness for every neighbor. Can I count on you today?**



Thanks in advance,

Jane Kelly

Program Officer

**P.S. For as little as 67₵ a day, you’ll join a special community of Subscription Givers who ensure access to medical attention for every neighbor. Click HERE.**

# DAY 10

## Email 4

*Subject line: \*|First Name|\*, do you have any really good subscriptions?*

Dear \*|First Name|\*,

I’m reaching out again today – hoping that you’ll join the {Giving Campaign Page} to {impact of gift}.

You know how subscriptions work. You probably have a few already – for entertainment, news, food or health care products. We live in a subscription world.

***So, I’m asking you to subscribe for GOOD.***

With a monthly commitment to {Giving Campaign Page}, you’ll:

* {impact of gift}
* {impact of gift}

**You can join a special community of Subscription Givers who are committed to {big picture impact/vision of gift}.**

By joining the {Giving Campaign Page} {OR By becoming a “name assigned to subscription givers}, \*|First Name|\*, you will make a huge impact on {cause} without negatively impacting your monthly budget.

Become a member today and you’ll enjoy:

* The confidence that your gift goes to work immediately – and keeps on giving
* Hassle-free automatic monthly donations from your credit card
* Monthly newsletters on the difference your dollars are making
* The ability to change or suspend your donations at any time
* Complete statements provided for tax purposes

We must continue to work {mission/cause}. We cannot allow injustice to go unnamed or unchallenged. ***We must offer care****.*

\*|Organization Name|\* was created because {your why: mission and purpose}. We remain committed to this cause—until every person is treated with the dignity they deserve.

**But until then, *we must offer care****.* Above all, we cannot turn away.

I long for the day when we can close our doors because our services are no longer needed. **But until then, *we must offer care.***

Your monthly subscription gift of {Amount} will help us reach more people and encourage them to speak up.

****Kind regards,

{Name}

{Title}

**P.S. Join a special community of Subscription Givers who are committed to {big picture impact/vision of gift} with a monthly donation today. Click HERE.**

**SAMPLE**

Dear Marilynn,

I’m reaching out again today – hoping that you’ll join the WeCare Club to provide ongoing medical care to our under-insured neighbors.

You know how subscriptions work. You probably have a few already – for entertainment, news, food or health care products. We live in a subscription world.

***So, I’m asking you to subscribe for GOOD.***

With a monthly commitment to WeCare, you’ll help to:

* encourage the volunteer teams to keep offering their time and talent,
* ensure access to diabetic and blood pressure medications, and
* keep the lights on.

**You can join a special community of Subscription Givers who are committed to providing medical care to anyone in need.**

By joining WeCare, Marilynn, you will make a huge impact on the quality care we provide without negatively impacting your monthly budget.

Become a member today and you’ll enjoy:

* The confidence that your gift goes to work immediately – and keeps on giving
* Hassle-free automatic monthly donations from your credit card
* Monthly newsletters on the difference your dollars are making
* The ability to change or suspend your donations at any time
* Complete statements provided for tax purposes

We must continue to work to ensure that no one needs to decide between medical care and food or rent. ***We must offer care****.*

Jacksonville Volunteer Clinic was created because too many neighbors had nowhere to turn. We remain committed to this cause—until every person is treated with the dignity they deserve.

**But until then, *we must offer care****.* Above all, we cannot turn away.

I long for the day when we can close our doors because our services are no longer needed. **But until then, *we must offer care.***

Your monthly subscription gift of $20.21 will help us reach more people and encourage them to speak up.

****

Kind regards,

Jason Morgan

Community Organizer

**P.S. Join a special community of Subscription Givers who are committed to quality medical care for all with a monthly donation today. Click HERE.**

## Video Script

Hello. I’m {Name} the {Title} from \*|Organization Name|\*. I’m reaching out today because I trust you care about our work to {mission}. With the difficult year we’ve all had – on so many levels, it has become clear that adequate medical attention is critical. That’s why I decided to become a {Giving Campaign Page} member. As a subscription donor, I give monthly to {mission/vision}. As a subscription donor, you can be confident that your ongoing gifts consistently {mission impact}. I know I’m making good happen. If you’d like to become a {Giving Campaign Page} member like me, please visit our website or text the word GIVE to {xxx-xxx-xxxx} to set up your monthly gift. Thank you.

**SAMPLE**

Hello. I’m Jeremy Bevin, a volunteer from Jacksonville Volunteer Clinic. I’m reaching out today because I trust you care about our work to create provide free or affordable medical care for our under-insured neighbors. With the difficult year we’ve all had – on so many levels, it has become clear that adequate medical attention is critical. That’s why I decided to become a WeCare Club member. As a subscription donor, I give monthly to keep the doors open. As a subscription donor, you can be confident that your ongoing gifts consistently provide medical care and education to our neighbors. I know I’m making good happen. If you’d like to become a WeCare member like me, please visit our website or text the word GIVE to 123-456-7890 to set up your monthly gift. Thank you.

# DAY 11

## Email 5

**Thank you: For anyone who donates during this campaign**

*Subject line:  Thank you, \*|First Name|\*! You’re amazing!*

Hi \*|First Name|\*,

Thank you for your generous gift to {describe mission}. Because of your generosity, and the {Giving Campaign Page}, we’ll be positioned to {mission impact} day-in and day-out.

You may not be able to see the difference you are making first-hand right now, but your support means so much to me. Words could never do enough to express my gratitude. But let me tell you, YOU ROCK! {or adjective like wonderful, amazing}

Thank you,

{Name}

{Title}

**SAMPLE**

Hi Marilynn,

Thank you for your generous gift to provide medical care to our under-insured neighbors. Because of your generosity, and all WeCare members, we’ll be positioned to continue offering high quality care.

You may not be able to see the difference you are making first-hand right now, but your support means so much to me. Words could never do enough to express my gratitude. But let me tell you, YOU ROCK!

Thank you,

*Nancy Kane*

*Executive Director*

# AUDIENCE 2: Non-donors and 3-yr or more lapsed donors

# DAY 1

## Email 1

*Subject line:* \*|First Name|\*,have you heard about {Beneficiary’s name}?

Dear \*|First Name|\*,

I’m writing to you today because I trust that you truly care about {mission cause} and I’d like to tell you about a {woman/man/person} I’ll call {Beneficiary’s name}.

[Tell beneficiary’s story. Use language that evokes emotions and empathy.]

{Data or information that shows the beneficiary is part of a larger problem/cause}.

**You have the power to change all of that.**

**Today you can help {beneficiaries impacted by the problem}. That’s why I’m inviting you to join the {Giving Campaign Page}—a monthly giving program that {explain main mission}.**

Your ongoing monthly contribution will:

* {action verb + beneficiaries}
* {action verb + beneficiaries}
* {action verb + beneficiaries}

By joining the {Giving Campaign Page}, you will make a huge impact on {cause} without negatively impacting your monthly budget.

You can feel great about setting up this convenient monthly donation and providing a predictable base of support for {issue they care about OR beneficiaries of programs}.

Become a {Giving Campaign Page} member today and you’ll enjoy:

* The knowledge that your donation is put to work immediately
* Monthly newsletters on the difference your dollars are making
* Hassle-free automatic monthly donations from your credit card
* The ability to change or suspend your donations at any time
* Complete statements provided for tax purposes
* **The joy of knowing that you’re changing someone’s life**

As you reflect on the difference you want to make in the world, please remember {beneficiaries} need you!

**With your gift of just {$ amount} a month you will {impact of donation}.**

**Can {beneficiaries} count on you today?**



Thanks in advance,

{Name}

{Title}

**P.S.****Every gift {difference/impact of gift} - whether a monthly commitment or a one-time gift.**

**SAMPLE**

Subject line: Have you heard about Ruth?

Hi Marilynn,

I’m writing to you today because I trust that you truly care about healthcare – and I’d like to tell you about a woman I’ll call Ruth.

Ruth, a lively 61-year-old woman, will tell you how much her life has improved since she found the Jacksonville Volunteer Clinic. ***“I feel so optimistic. I have a lot of energy now, which I had lost. I feel so healthy.”***

A long-time diabetic, Ruth’s disease *– and life –* felt out of control. A Jacksonville Volunteer Clinic doctor explained the toll diabetes was taking on her and what she could do to slow its progress. *Something clicked!*

Ruth began attending health education, nutrition & pharmacy counseling. She met with nurses, doctors, and specialists. Ruth has lost over 90 pounds and lowered her blood pressure & blood sugar level. *Her diabetes is now under control.*

***“This Clinic has helped me so, so much… with a nutritionist, medications, counseling, videos about diabetes & high blood pressure. I’m so eternally grateful because you have helped me become healthier…there is no price for that. May God continue to bless the volunteers, staff, and donors.”***

The truth is, for many of our Jacksonville neighbors, access to health care, medications, tests, referrals, and health education to improve health and enhance quality of life remains out of reach.

**You have the power to change all of that.**

At the Volunteer Clinic, Ruth found the medical attention she needed. More than that, she was able to manage her condition and find new energy and enthusiasm in life.

You can help others like Ruth. That’s why I’m inviting you to join the WeCare Club—a monthly giving program that supports health education and medical services in Jacksonville.

Your ongoing monthly support will:

* Ensure that nutritionists, technicians, nurses, and doctors are available for daily appointments
* Provide a welcoming, non-judgmental community of support and encouragement
* Change the health and wellness trajectory for many families in Jacksonville

By joining the WeCare Club, you will make a huge impact on the opportunities available to those living with a mental illness without negatively impacting your monthly budget.

You can feel great about setting up this convenient monthly donation and providing a predictable base of support for your neighbors who long to be healthy.

Become a WeCare Club member today and you’ll enjoy:

* The knowledge that your donation will be put to work immediately
* Monthly updates on the difference your dollars are making
* Hassle-free automatic monthly donations from your credit card
* The ability to change or suspend your donations at any time
* Complete statements provided for tax purposes
* **The joy of knowing that you’re changing lives**

As you reflect on the difference you want to make in the world, please remember others like Ruth need you!

**With your gift of just $20.21 a month, you will give peace of mind and hope to a neighbor in need of medical care.**

**Can they count on you today?**



Thanks in advance,

John Smith

Board Chair

**P.S. Every gift will help provide quality medical care - whether a monthly commitment or a one-time gift.**

# DAY 2

## Social Media

Do you believe {mission solution}? Are you fed up with the status quo? Are you looking for a way to confront injustices even when you’re exhausted for trying? Your subscription gift to \*|Organization Name|\* will do just that – without wreaking havoc on your budget. Join the {Giving Campaign Page} and know you’re standing up for what is right.

**SAMPLE**

Do you believe that everyone deserves medical care? Are you fed up with the status quo? Are you looking for a way to confront injustices even when you’re exhausted for trying? Your subscription gift to Jacksonville Volunteer Clinic will do just that – without wreaking havoc on your budget. Join the WeCare Club and know you’re standing up for what is right.

## Text Message

Did you know you could make a **BIG** difference in the fight for {cause/mission} with a **LITTLE** monthly gift of {Amount}. **Join a special community of Subscription Givers who are committed to {big picture impact/vision of gift}.** Subscribe for **GOOD** here.

**SAMPLE**

Did you know you could make a **BIG** difference in the fight for accessible medical care with a **LITTLE** monthly gift of $20.21. **Join a special community of Subscription Givers who are committed to accessible healthcare.** Subscribe for **GOOD** here.

# DAY 3

## Video Script

Hello. I’m {Name} the {Title} from \*|Organization Name|\*. You are part of our community because you believe in {mission}. I’m reaching out today because I trust you care.

For too long, {explain cause you address}. At \*|Organization Name|\* we’re committed to confronting this issue head-on. That’s why I’m asking you today to become a subscription donor. Your monthly gift of {Amount} will ensure that our work continues consistently and effectively. Please visit our website or text the word GIVE to {xxx-xxx-xxxx} to set up your monthly gift or one time donation today. Thank you.

**SAMPLE**

Hello. I’m Nancy Kane, the Executive Director from the Jacksonville Volunteer Clinic. You are part of our community because you believe in the inherent right of medical care for everyone. I’m reaching out today because I trust you care.

For too long, accessible healthcare and medical attention has been beyond the reach of many of our neighbors. At Jacksonville Volunteer Clinic we’re committed to confronting this issue head-on. That’s why I’m asking you today, Marilynn, to become a subscription donor. Your monthly gift of $20.21 will ensure that our work continues consistently and effectively. Please visit our website or text the word GIVE to 123-456-7890 to set up your monthly gift or one time donation today. Thank you.

# DAY 4

## Email 2

Subject line: \*|First Name|\* are you up to the challenge?

Hi \*|First Name|\*,

A few days ago, I shared the story of {Beneficiary’s name}.

While {Beneficiary’s name} has {impact of programs/services} and great progress has been made in {impact of organization’s programming in relation to the problem}, your support is key to solving {bigger problem}.

**You have the power to make a difference.**

That’s why I’m inviting you to join the {Giving Campaign Page} today.

Your ongoing monthly contribution will:

* {action verb + beneficiaries}
* {action verb + beneficiaries}
* {action verb + beneficiaries}

By joining the {Giving Campaign Page}, you can make a huge impact on {cause} without negatively impacting your monthly budget.

You can {action verb} {beneficiaries} andfeel great about setting up this convenient (and budget-friendly) monthly donation, providing a predictable base of support for {issue they care about OR beneficiaries of programs}.

**With just {$ amount} a month you can create {impact of donation}. Can I count on you today?**

****

Thanks in advance,

{Name}

{Title}

**P.S. For as little as {$Amount} a day, you’ll {action verb + a beneficiary} and make a world of difference. Click HERE.**

**SAMPLE**

Hi Marilynn,

A few days ago, I shared the story of Ruth.

While Ruth has found the medical care she needs, and great progress has been made in providing medical attention for others, your support is key to offering consistent health education and medical services to the under- and uninsured in Jacksonville.

**You have the power to make a difference.**

That’s why I’m inviting you to join the WeCare Club today.

Your ongoing monthly contribution will:

* Provide access to medical professionals for those who need it
* Encourage consistent management of chronic conditions to avoid the need for acute services
* Build a community of non-judgmental support and inclusion

By joining the WeCare Club, you can make a huge impact on creating a healthy Jacksonville with minimal impact on your monthly budget.

You can support the health and wellness of under- and uninsured children and adults. Your ongoing support will provide a predictable base of support for the education programs and medical attention provided by the Jacksonville Volunteer Clinic.

**With just $20.21 a month, you can offer health and wellness to our neighbors. Can I count on you today?**



Thanks in advance,

Nancy Kane

Executive Director

**P.S. For as little as 67₵ a day, join a special community of Subscription Givers who ensure access to medical attention for every neighbor. Click HERE.**

# DAY 6

Social Media

We can’t {problem} in overnight. Together we must act consistently, continuously, and consciously to confront the issue. Join a special community of Subscription Givers who are committed to {big picture impact/vision of gift} with a monthly donation today. Click HERE or text the word GIVE to {xxx-xx-xxxx} to support this important work today.

**SAMPLE**

We can’t reconstruct the entire healthcare system overnight. Together we must act consistently, continuously, and consciously to confront the issue. Join a special community of Subscription Givers who are committed to providing free or affordable medical attention and education to the under-insured with a monthly donation today. Click HERE or text the word GIVE to 123-456-7890 to support this important work today.

Text Message

We can’t {problem} in overnight. Together we must act consistently, continuously, and consciously to confront the issue. Join a special community of Subscription Givers who are committed to {big picture impact/vision of gift} with a monthly donation today. Click HERE or text the word GIVE to {xxx-xx-xxxx} to support this important work today.

**SAMPLE**

We can’t reconstruct the entire healthcare system overnight. Together we must act consistently, continuously, and consciously to confront the issue. Join a special community of Subscription Givers who are committed to providing free or affordable medical attention and education to the under-insured with a monthly donation today. Click HERE or text the word GIVE to 123-456-7890 to support this important work today.

# DAY 8

## Email 3

Subject line: Can you make a difference?

Hi \*|First Name|\*,

Thanks to the generosity of supporters in our area, {beneficiaries} like {Beneficiary Name from story} have {impact of programs/services}.

The shocking truth is {statistic of bigger problem/crisis}.

**You have the power to change all of that. That’s why I’m reaching out to you today.**

I’m hoping that you’ll join the {Giving Campaign Page} to {impact of gift}.

You know how subscriptions work. You probably have a few already – for entertainment, news, food or health care products. We live in a subscription world.

***So, I’m asking you to subscribe for GOOD.***

By joining the {Giving Campaign Page}, your monthly support will:

* {action verb + beneficiaries}
* {action verb + beneficiaries}
* {action verb + beneficiaries}

{Giving Campaign Page} members choose to make monthly gifts to \*|Organization Name|\*, providing a consistent, reliable resource to handle any situation.

And you’ll have the joy of knowing that your donation is put to work, immediately changing lives.

**With your gift of just {$ amount} a month you can offer {emotional impact of donation}. Can I count on you today?**



Thanks in advance,

Name of Founder/ED/Board Chair

**P.S. For as little as {$Amount} a day, you’ll {action verb + a beneficiary} *and* make a world of difference.**

SAMPLE

Subject line: Have you wondered how you can make a difference?

Hi Marilynn,

Thanks to the generosity of supporters in our area, our neighbors receive health care, medications, tests, referrals, and health education to improve health and enhance quality of life.

The shocking truth is that many folks – worried parents with sick children, adults - young and old, and neighbors patiently line up every week for much-needed medical services. Too many lack access to even the most basic healthcare services.

**You have the power to change all of that. That’s why I’m reaching out to you today.**

I’m hoping that you’ll join the WeCare Club to create a world where no one in Jacksonville needs to choose between seeking medical attention and putting food on the table.

You know how subscriptions work. You probably have a few already – for entertainment, news, food or health care products. We live in a subscription world.

***So, I’m asking you to subscribe for GOOD.***

By joining the WeCare Club, your monthly support will:

* Ensure that nutritionists, technicians, nurses, and doctors are available for daily appointments
* Provide a welcoming, non-judgmental community of support and encouragement
* Change the health and wellness trajectory for many families in Jacksonville

WeCare Club members choose to make monthly gifts to the Volunteer Clinic, providing a consistent, reliable resource to handle any situation.

And you’ll have the joy of knowing that your donation is put to work, immediately changing lives.

**With your gift of just $20.21 a month, you can offer health and wellness for every neighbor. Can I count on you today?**



Thanks in advance,

Jane Kelly

Program Officer

**P.S. For as little as 67₵ a day, you’ll join a special community of Subscription Givers who ensure access to medical attention for every neighbor. Click HERE.**

# DAY 10

## Email 4

*Subject line: \*|First Name|\*, how will you speak up & stand up?*

Dear \*|First Name|\*,

I’m reaching out again today – hoping that you’ll join the {Giving Campaign Page} to {impact of gift}.

You know how subscriptions work. You probably have a few already – for entertainment, news, food or health care products. We live in a subscription world.

***So, I’m asking you to subscribe for GOOD.***

With a monthly commitment to {Giving Campaign Page}, you’ll:

* {impact of gift}
* {impact of gift}

**You can join a special community of Subscription Givers who are committed to {big picture impact/vision of gift}.**

By joining the {Giving Campaign Page} {OR By becoming a “name assigned to subscription givers}, \*|First Name|\*, you will make a huge impact on {cause} without negatively impacting your monthly budget.

Become a member today and you’ll enjoy:

* The confidence that your gift goes to work immediately – and is the gift that keeps on giving
* Hassle-free automatic monthly donations from your credit card
* Monthly newsletters on the difference your dollars are making
* The ability to change or suspend your donations at any time
* Complete statements provided for tax purposes

We must continue to work {mission/cause}. We cannot allow injustice to go unnamed or unchallenged. ***We must offer care****.*

\*|Organization Name|\* was created because {your why: mission and purpose}. We remain committed to this cause—until every person is treated with the dignity they deserve.

**But until then, *we must offer care****.* Above all, we cannot turn away.

I long for the day when we can close our doors because our services are no longer needed. **But until then, *we must offer care.***

Your monthly subscription gift of {Amount} will help us reach more people and encourage them to speak up.

****Kind regards,

{Name}

{Title}

**P.S. Join a special community of Subscription Givers who are committed to {big picture impact/vision of gift} with a monthly donation today. Click HERE.**

**SAMPLE**

Dear Marilynn,

I’m reaching out again today – hoping that you’ll join the WeCare Club to provide ongoing medical care to our under-insured neighbors.

You know how subscriptions work. You probably have a few already – for entertainment, news, food or health care products. We live in a subscription world.

***So, I’m asking you to subscribe for GOOD.***

With a monthly commitment to WeCare, you’ll help to:

* encourage the volunteer teams to keep offering their time and talent,
* ensure access to diabetic and blood pressure medications, and
* keep the lights on.

**You can join a special community of Subscription Givers who are committed to providing medical care to anyone in need.**

By joining WeCare, Marilynn, you will make a huge impact on the quality care we provide without negatively impacting your monthly budget.

Become a member today and you’ll enjoy:

* The confidence that your gift goes to work immediately – and is the gift that keeps on giving
* Hassle-free automatic monthly donations from your credit card
* Monthly newsletters on the difference your dollars are making
* The ability to change or suspend your donations at any time
* Complete statements provided for tax purposes

We must continue to work to ensure that no one needs to decide between medical care and food or rent. ***We must offer care****.*

Jacksonville Volunteer Clinic was created because too many neighbors had nowhere to turn. We remain committed to this cause—until every person is treated with the dignity they deserve.

**But until then, *we must offer care****.* Above all, we cannot turn away.

I long for the day when we can close our doors because our services are no longer needed. **But until then, *we must offer care.***

Your monthly subscription gift of $20.21 will help us reach more people and encourage them to speak up.

****

Kind regards,

Jason Morgan

Community Organizer

**P.S. Join a special community of Subscription Givers who are committed to quality medical care for all with a monthly donation today. Click HERE.**

## Video Script

Hello. I’m {Name} the {Title} from \*|Organization Name|\*. I’m reaching out today because I trust you care about our work to {mission}. With the difficult year we’ve all had – on so many levels, it has become clear that adequate medical attention is critical. That’s why I decided to become a {Giving Campaign Page} member. As a subscription donor, I give monthly to {mission/vision}. As a subscription donor, you can be confident that your ongoing gifts consistently {mission impact}. I know I’m making good happen. If you’d like to become a {Giving Campaign Page} member like me, please visit our website or text the word GIVE to {xxx-xxx-xxxx} to set up your monthly gift. Thank you.

**SAMPLE**

Hello. I’m Jeremy Bevin, a volunteer from Jacksonville Volunteer Clinic. I’m reaching out today because I trust you care about our work to create provide free or affordable medical care for our under-insured neighbors. With the difficult year we’ve all had – on so many levels, it has become clear that adequate medical attention is critical. That’s why I decided to become a WeCare Club member. As a subscription donor, I give monthly to keep the doors open. Marilynn, as a subscription donor, you can be confident that your ongoing gifts consistently provide medical care and education to our neighbors. I know I’m making good happen. If you’d like to become a WeCare member like me, please visit our website or text the word GIVE to 123-456-7890 to set up your monthly gift. Thank you.

# DAY 11

## Email 5

**Thank you: For anyone who donates during this campaign**

*Subject line:  Thank you, \*|First Name|\*! You’re amazing!*

Hi \*|First Name|\*,

Thank you for your generous gift to {describe mission}. Because of your generosity, and the {Giving Campaign Page}, we’ll be positioned to {mission impact} day-in and day-out.

You may not be able to see the difference you are making first-hand right now, but your support means so much to me. Words could never do enough to express my gratitude. But let me tell you, YOU ROCK! {or adjective like wonderful, amazing}

Thank you,

{Name}

{Title}

**SAMPLE**

Hi Marilynn,

Thank you for your generous gift to provide medical care to our under-insured neighbors. Because of your generosity, and all WeCare members, we’ll be positioned to continue offering high quality care.

You may not be able to see the difference you are making first-hand right now, but your support means so much to me. Words could never do enough to express my gratitude. But let me tell you, YOU ROCK!

Thank you,

*Nancy Kane*

*Executive Director*