**Monthly Giving Campaign Checklist**

Use this quick checklist as you start planning your ﬁrst monthly giving campaign.

* Feature your donate button prominently on your website and include a link in all of your online outreach.
* Create an online monthly giving campaign page branded to coordinate with your website and all campaign materials.
* Add impact labels to monthly giving levels to illustrate what a gift can do.
* Add impact labels to share what a donation provides.
* Set up automatic receipts.
* Design a special thank you and stewardship program for monthly donors.
* Allow donors to easily update their information.
* Identify different groups to target for monthly donations based on their previous giving history, giving frequency, giving recency, and how they engage with your organization.
* Segment your appeals and updates to tailor your message to different types of prospects and donors.
* Provide the option to choose monthly giving in every ask, appeal, and campaign to help donors realize giving more is possible.
* Celebrate sustainers (and their impact) by including updates on your monthly giving program in your annual report, newsletters, and on your organization’s website.
* Plan a dedicated monthly giving campaign to target donors who may be more likely to give on a monthly basis.
* Develop ways to upgrade monthly donors to new giving levels over time.
* Don’t be afraid to ask monthly donors for additional one-time donations during the year.
* Plan to show appreciation periodically (perhaps quarterly) in addition to the transactional thank you.
* Track your progress and measure which methods result in the most new monthly donors.
* Share results, stories, and updates on the impact of your recurring donors.