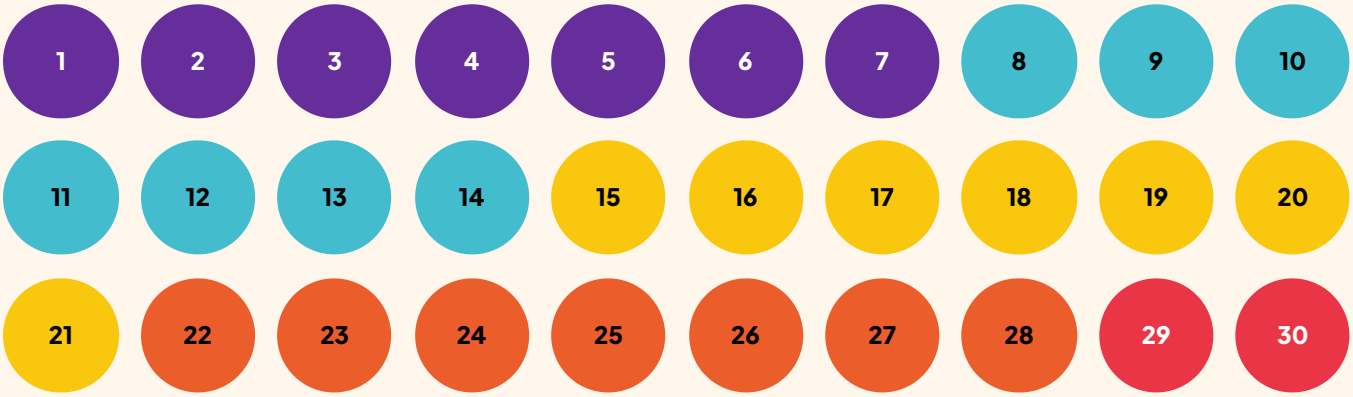
Quokka FOR GOOD

27%

of online revenue comes from monthly donors

30 DAYS TO LAUNCH



The Monthly Giving Launch Guide

Launch a monthly giving program in 30 days. A readiness quiz, a name worksheet, a launch plan, ask scripts and a retention tracker.

Readiness quiz | 30-day plan | 4 ask scripts | Tracker

WHY MONTHLY

A monthly donor is worth about twice a one-time donor

Monthly gifts are steady, easy to plan around and last longer. Four numbers show why.

27%

of online revenue comes from monthly giving

71%

of monthly donors still give after 1 year. Only 24% of new one-time donors do.

$7,288

average lifetime value of a recurring donor. A one-time donor is worth $3,607.

10%

of new monthly donors stop within 2 months. Your welcome matters.

What 50 monthly donors mean. 50 donors giving $25 each is $1,250 a month, or $15,000 a year. You will use your own numbers on page 11.

What you get in this guide

1

Build

Check your readiness, name your program and fix your form.

Pages 3 to 5

2

Launch

Follow a 30-day plan and use 4 scripts and 5 ask moments.

Pages 6 to 8

3

Keep

Welcome donors, fix failed payments and track your numbers.

Pages 9 to 11

QUICK QUIZ

Is your team ready to launch?

Tick each line that is true today. Be honest. A low score tells you where to start.

1	Our donation page works well on a phone.	☐
2	Our donation tool can take monthly gifts.	☐
3	We have an email list of past donors.	☐
4	We know our average gift size.	☐
5	We can thank a new donor within 48 hours.	☐
6	One named person owns this program.	☐
7	We can say in one sentence what a monthly gift pays for.	☐
8	We have one story ready that shows our work.	☐
9	We know how our tool handles failed payments.	☐
10	We can report monthly donors as a separate group.	☐

0 to 3

Build the basics

Start on pages 4 and 5. Fix your name, promise and form first.

4 to 7

Ready to launch

Follow the 30-day plan on page 6.

8 to 10

Launch now

Go to pages 7 and 8 and start asking.

YOUR OFFER

Name your program and write your promise

Donors join a clear idea. Give your program a name and tell people what each amount does.

OUR PROGRAM NAME

OUR PROMISE (ONE SENTENCE)

For **[$ amount]** a month, you **[result]** for **[who]**.

Three giving levels

$10 a month — WHAT IT PAYS FOR

$25 a month — WHAT IT PAYS FOR

$50 a month — WHAT IT PAYS FOR

$10, $25 and $50 are examples. Use amounts close to your average gift.

5 naming tips

- [ ] Name the result, not the process.
- [ ] Keep it to 3 words or fewer.
- [ ] Say a word donors use, like “monthly”.
- [ ] Make the lowest level easy to say yes to.
- [ ] Show what each amount does.

YOUR FORM

Donation form checklist

Fix these 10 things before you ask anyone to give monthly. A weak form wastes every ask.

- [ ] Monthly giving shows on the main donation page.
- [ ] The form shows 3 monthly amounts, with what each one does.
- [ ] You tested monthly as the pre-selected choice.
- [ ] The form has only the fields you need.
- [ ] The form accepts Apple Pay and Google Pay if your tool allows it.
- [ ] The thank-you page asks one-time donors to go monthly.
- [ ] The confirmation email shows the amount, the date and how to cancel.
- [ ] Donors can update their card without calling you.
- [ ] Each charge sends a receipt.
- [ ] You tested the full flow on a phone and on a laptop.

Try this today. Open your donation page on your phone. Count the taps from the first screen to a finished monthly gift. Aim for as few as you can.

30-DAY PLAN

From idea to launch in 4 weeks

Each week ends with a result you can check. On day 31, look at your numbers on page 11.

1

WEEK 1

Prepare

- [ ] Pick your program name and promise.
- [ ] Name the program owner.
- [ ] Choose 3 giving levels.
- [ ] Pick 20 loyal donors for a personal note.

Done when: The name, promise and levels are written on page 4.

2

WEEK 2

Build

- [ ] Set up monthly giving in your tool.
- [ ] Write the thank-you email and page.
- [ ] Fix the form with page 5.
- [ ] Test with a real card.

Done when: A test monthly gift works from start to finish.

3

WEEK 3

Soft launch

- [ ] Send the personal note from page 7 to 20 donors.
- [ ] Collect 2 short quotes from early members.
- [ ] Fix any problems they find.

Done when: At least 5 donors have joined.

4

WEEK 4

Public launch

- [ ] Send the launch email.
- [ ] Add a banner to your website.
- [ ] Post the social posts.
- [ ] Ask on your thank-you page.

Done when: Every channel has a monthly ask.

ASK SCRIPTS

4 scripts you can copy

Replace each orange [bracket] with your own details. Keep every ask short.

01

Donation page text Page

Give **[$25]** a month. Every month, your gift **[result]**. You get a short update on what it did. Change or cancel any time.

Tip. Put this next to the monthly option.

02

Launch email Email

Subject: A steady way to help **[cause]**
Hi **[first name]**, last year you gave **[amount]** to **[cause]**. Thank you. For **[$25]** a month, you **[result]**. It takes 2 minutes to set up, and you can change it any time. **[Join Program Name]**

Tip. Send one email with one button.

03

Social post Social

One gift helps once. A monthly gift helps every month. For **[$10]** a month, you **[result]**. Join **[Program Name]**: **[link]**

Tip. Add one photo of the result.

04

Personal note 1:1

Hi **[first name]**, I want to write to you before we tell everyone. You have given **[number]** times to **[org]**. We are starting **[Program Name]**. Would you be one of our first 20 members? **[Your name]**

Tip. Send this one from a real person.

ASK MOMENTS

5 moments to ask for a monthly gift

Donors say yes when they feel good about giving. These are the moments with the best chance.

After a one-time gift

WHERE

On the thank-you page

SAY THIS

Your gift helps today. Want to help every month? Switch to **[$X]** a month.

2 days after a gift

WHERE

In a short email

SAY THIS

Thank you for your gift of **[amount]**. Would you turn it into **[$X]** a month?

After the second gift

WHERE

In the thank-you email

SAY THIS

This is your second gift. You clearly care about **[cause]**. Join **[Program Name]**.

End of an event or campaign

WHERE

In the wrap-up email

SAY THIS

[Event] showed what **[cause]** can do. Keep it going with a monthly gift.

Your loyal donors

WHERE

In a personal note

SAY THIS

You have stood with us for **[number]** years. Would you make it monthly?

The rule

One ask in each message. Keep it kind, short and clear. Always thank first.

KEEP THEM

Your first 60 days with a new monthly donor

M+R Benchmarks 2026 found that 10% of new monthly donors stop within 2 months. A good welcome keeps them.

DAY 0

Thank and explain

Send a thank-you and a receipt. Show the date and amount of each charge.

DAY 3

Tell one story

Share one short story about what the gift does.

DAY 14

Share an impact note

Show one result with one number and one photo.

DAY 30

Send a first-month update

Tell them what the first month of gifts did.

DAY 60

Make it personal

A note or call from your director. Ask for feedback.

Make it easy. Add these 5 messages to your email tool once. Every new monthly donor then gets them without extra work.

FAILED PAYMENTS

Recover gifts that did not go through

A failed payment is usually a card problem. It is rarely a decision to stop giving. Follow 5 steps.

1. Turn on automatic retries in your donation tool.
2. Email the donor within 24 hours with a link to update the card.
3. Send a second reminder after 5 days.
4. Call or write to your top **[number]** donors yourself.
5. After **[30]** days, stop and send a kind note that says they can return any time.

Email to copy

Subject: Your monthly gift needs a quick fix

Hi **[first name]**, we tried to process your monthly gift of **[$amount]** today and it did not go through. This often happens when a card expires or is replaced. You can update your details here: **[link]**. Thank you for helping us **[result]**.

Prevent it. Email donors 30 days before their card expires. Ask them to check their details.

YOUR NUMBERS

Monthly giving tracker

Fill this in on the first day of every month. It takes 10 minutes and shows your board what the program is worth.

Month	New donors	Cancelled	Failed, then fixed	Active donors	Monthly revenue

3 numbers to know

Monthly revenue

Active donors x average gift

12-month retention

Donors still active after 12 months, divided by donors who joined. M+R 2026 average: 71%

Recovery rate

Failed payments fixed, divided by failed payments

Want help launching your monthly giving program?

Quokka for Good builds donation pages and email flows for nonprofits. We can look at your donation page and tell you what to change first.

Book Your Free Discovery Call

Donation page
Where donors drop off, and the fix.

Welcome emails
The first 60 days, set up once.

Ads for new donors
Reach people likely to give monthly.

NEXT IN THE SERIES 15 Donor Thank-You Messages You Can Copy

Sources
M+R Benchmarks 2026, 180 nonprofits (mrbenchmarks.com). Neon One 2026 Recurring Donor Report, 4,000+ nonprofits (neonone.com). Figures are as reported in public summaries of these studies. Your results will differ.