

[Insert your organization logo]

# Increase your impact. Give a [monthly] donation to [Insert Your Organization Name] using Direct Payment.

We could not accomplish what we do without our donors. And while we appreciate every one of our supporters, the key to our success is sustaining donors who contribute a set amount [each month]. Regular, ongoing gifts are a boon to a nonprofit. They make it easier for us to accomplish our goals today and plan ahead.

Whether you're a new or returning donor, it's easy and secure to set up a recurring payment directly from your checking or savings account — much like your car, rent, or mortgage payments.

When you use Direct Payments, rather than other payment options, more of your gift goes toward our organization and is used for what matters to you — not to the cost of processing the payment.

Go to [insert your URL] to get started. Thank you for your gift to [organization name].

Sincerely,

[Signature]

[Name, title of the person signing the letter]

For further customization of this content, use the [Pledge Letter/Email](#) document.



Learn more about [Insert Organization Name with hyperlinked URL] [OR replace with entire organization's letterhead]



# Sustaining Donations via Direct Payment

## Phone Script

Conducting a phone campaign to encourage donations? Here's how to encourage sustaining donations via Direct Payment, which is shown to increase giving, improve cashflow for nonprofits and boost donor engagement.

### Potential donor agrees to make a gift

- “ Wonderful! With a monthly donation to our program, you'll be supporting us year-round. And monthly donations help us accomplish our goals and plan ahead. Would you like to make a recurring donation or a one-time gift?

### Donor chooses to make one-time payment

- “ OK, great! If you would ever like to become a member of our membership program, just let us know at any time.

### Donor chooses to make recurring gift

- “ Thank you! We appreciate your ongoing support, and you won't have to remember to donate once we set it up.
- “ Before I start getting your information, I wanted to ask, have you heard about the benefits of donating with Direct Payment? With Direct Payment your donation is automatically withdrawn from your bank account on the date you choose without you having to do anything. Additionally, while many payment options — such as credit cards — have transaction fees, with Direct Payment, more of your donation goes to our cause.
- “ Would you like to go ahead with this donation with your card or through Direct Payment?

## Donor chooses to make one-time or recurring gift via Direct Payment

- “ To sign you up for Direct Payment, I'll need your bank account number and routing number. You can find this on the bottom left hand of a check or in your bank's online portal or app. Once you have that, if you could just read those numbers to me that would be great.
- “ And may I ask whether that is for a checking or savings account?
- “ OK, great. If you ever want to change the amount of your donation or cancel it, you can do so at any time on our giving website or by giving us a call.

## If donor is worried about their financial information being safe with Direct Payment

- “ Direct Payments are safe and confidential. Unlike checks, which contain your account details and can pass through many hands, Direct Payments are encrypted and transfer electronically, and your personal account information remains protected.
- “ And just as you can dispute a fraudulent credit card dispute, you can dispute a fraudulent Direct Payment and be credited by your bank.

## As the phone call wraps up

- “ Thank you so much for joining our sustaining donors program! You will see the first donation withdrawn from your account on [month, day]. Thank you again, and I hope you have a wonderful day!



Visit [ACHGiving.org](https://ACHGiving.org) to learn more about how your organization can benefit from Direct Payment.

# Donor campaign social media posts

## Social post 1:

Want to give [\[organization's name here\]](#) a boost every single month? Sign up to become a sustaining donor with Direct Payment. It's easy, secure, and allows more of your gift to go to [\[cause\]](#), not processing fees — and we appreciate every cent. Sign up now! [\[Insert URL\]](#)

## Social post 2:

Want your donation to make a bigger impact? Sign up to become a [\[monthly\]](#) donor with Direct Payment. More of your dollars go to [\[organization's name here\]](#) — and we appreciate every cent. Sign up now! [\[Insert URL\]](#)

## Social post 3:

Your donation goes further when you give to [\[cause\]](#) with Direct Payment. Become a [\[monthly\]](#) sustainer today! [\[Insert URL\]](#)

## Social post 4:

[\[Monthly\]](#) donors are the fuel that keeps us running! Sign up for monthly Direct Payment — it's secure and as easy as visiting this link! [\[Insert URL\]](#)

For further customization of this content, use the [Social Media Messages](#) document.



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