**Update 7/14/2018 Draft email template for conversion from one system to another if you can’t get the information from the original system**

Ideally make this come from your email rather than using your typical enews/email appeal header if you have one. You’d want this to come from a person and sent to the donor. Information in brackets to be customized to your organization. It’s okay to send more than one email. Setting up the link directly to the new page is crucial. Make it easy for the donor.

**Subject line:** Can you do me a favor?

Greetings first name,

I hope that you are well! I’m very excited to let you know that your ongoing support has helped make a difference to [short accomplishment, e.g more than 1,000 kids last year]. We are so grateful for your monthly gifts as they’ve helped us develop new programs and [short accomplishment, e.g. get and keep more kids off the streets].

Today, I’m asking you for a special favor. We recently found a way to process donations in a way that will help save credit card fees and thus enable us to do more for the [clients/animals/children you serve]!

But, for security purposes there is no way to seamlessly switch from one payment system to another, so I have to ask you to sign-up again. Most of our monthly donors have already switched and they are very pleased with it.

So today, may I ask you to click here and continue with your monthly donation as a member of our [name of program, e.g. Sustainers Circle]?

You’ll be able to use your credit card or debit card. And you’ll receive an over view of your donations in January for tax purposes and other updates if you’d prefer. It’s safe, secure and convenient and we’ll know that the funds will be there to help [short goal, e.g. get more kids of the streets].

**Thank you for helping us save valuable resources by joining the monthly Sustainers Circle right here.**

[If you have something special you’d like to give as an incentive, you can do this right here. A gift is not necessary but optional. For example: As a special thank you for providing your updated information, I’ll send you xxx.].

Thank you again!

Name

**[name of program, e.g. Sustainers Circle** Manager]

[organization name]

P.S.: If you’d rather call us with your information, just give me a call at (xxx) xxx-xxxx and we’ll take care of it right away.