Monthly Donor Testimonial Request Template

**How can you obtain monthly donor testimonials?**

Send an email to your existing monthly donors thanking them for their ongoing support and ask them what they like about giving that way.

Send a personal thank you note with a little index card asking the donor to send it back (include a reply envelope) with the reason they like giving as a monthly donor

Call the donor to thank him/her for their ongoing support and ask why they give that way. If they give you the testimonial, ask if it’s okay to use it…with or without their name.

Finally, if you’re able to talk to a donor live, ask them if they’d like to give a testimonial on camera. Just use your video option on your phone (make sure your phone is set horizontally so you have the width of the screen).

Ask for a release from the donor that it’s okay to use this.

Here are a few examples. Your donors will give you many more. Use them to invite others.

“I love giving as a champion for [organization]. I enjoy supporting organizations I care about, but I can’t afford to write big checks. That’s why I like giving a small amount once a month automatically through my credit card. It’s safe and convenient, and I can budget for it. Even though it doesn’t seem like much, my contribution makes a huge difference to the individuals [organization] serves every day.” - [Name, Town]

“It’s great to be a member of [organization]. I know that in a small way, I’m helping in the happiness of these great animals. When their stories are told, I’m happy to be behind the scenes making it happen, and I’m glad I can assist them in any way I can. They are the stars and I can be their stage crew.” - [Name, Town]