

Join Our Monthly Sustainer Program

Subject: Become a Campaign Sustainer - Just \$[amount]/month

Dear [Supporter Name],

What if I told you that \$10 a month could help change [your district/city/state]?

Most people can't write big checks to campaigns, and I don't expect them to. But small, recurring donations from people like you create a stable foundation that allows us to plan ahead, hire staff, and run the kind of campaign we need to win.

I'm inviting you to become a Campaign Sustainer by contributing just \$[amount] per month through Election Day. That's less than [relatable comparison: a streaming subscription, two coffees, lunch out].

Here's what your monthly donation will do:

- \$10/month = [specific impact]
- \$25/month = [specific impact]
- \$50/month = [specific impact]

As a sustainer, you'll receive [exclusive updates, invitation to special events, insider briefings, etc.]. Sign up for monthly donations at [website link]. You can cancel anytime, but I hope you'll stay with us through November.

Thank you for being part of this movement.

[Candidate Name]

Get more templates here: <https://www.lettersandtemplates.com/letters/campaign-fundraising-letter>