

Quick tips to grow sustainers using multiple channels

1

Align channels around a unified ask, but let each play to its strengths

Stop forcing every channel to do the same job the same way. Instead, unify your offer (for instance, *"Join as a monthly donor to protect wildlife year-round"*)—but **customize the content and tactics to what each channel does best.**

| CHANNEL | COST | SPEED | TESTING | TARGETING | VOLUME | CONTENT | CONVERSION | ENGAGEMENT | AWARENESS |
|----------------|--------|--------|---------|-----------|--------|---------|------------|------------|-----------|
| EMAIL | Medium | Medium | High | High | High | High | High | High | Low |
| SMS | High | High | Medium | High | Low | Medium | High | High | Low |
| ORGANIC SEARCH | High | Low | Low | Low | Medium | High | Low | Medium | Medium |
| PAID SEARCH | High | Low | High | Medium | Medium | Low | High | Medium | Medium |
| ORGANIC SOCIAL | Low | High | Low | Low | Medium | Medium | Low | Medium | High |
| PAID SOCIAL | High | High | High | Medium | High | High | High | Medium | Medium |

Only use the channels that are helping with your specific goals.

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2

Use smart journeys to turn one-time donors into lifelong supporters

Your best opportunities to grow sustainer giving often come after the first gift. By building thoughtful automation frameworks, you can meet donors where they are—and move them toward deeper commitment.

What works:

- **Re-engagement triggers:** Resending to non-openers with a fresh subject line or a new angle captures second-chance clicks and reactivates interest.
- **Thank-you + upsell flows:** Timely, heartfelt thank-yous double as a soft pitch for monthly giving—delivered when enthusiasm (and likelihood to say yes) is highest.
- **Renewal/reactivation journeys:** Messaging that celebrates past impact and tells a fresh story helps renew existing donors and win back lapsed ones.
- **Cross-channel cohesion:** Coordinated email and SMS ensured each touchpoint connected to a broader campaign effort for a seamless experience.

3

Save at-risk sustainers with thoughtful email reminders

Your monthly donors are loyal—but sometimes their payments fail. Don't let a declined card turn into a lost relationship. If your credit-card updater doesn't catch them, a polite, well-paced automated win-back sequence can save the gift *and* the donor.

What works:

- **Friendly retry messaging:** Use warm, non-alarming language (*"Looks like your gift didn't go through—want to take another look?"*).
- **Timed follow-ups:** A short series with escalating urgency (e.g., 3-day, 7-day, 14-day touchpoints) can boost recovery without overwhelming.
- **Clear card update links:** Make it effortless to fix the problem with one click.
- **Thank-you tone:** Remind them they're valued. Never make it transactional.

Want to learn more about how Stagecoach Digital can help you meet your sustainer goals?

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