

# Message 1

Subject line: Would you share your spare change with [nonprofit]?

Body:

Dear [first name],

There is an exciting (and simple) new way to support [nonprofit], and we hope you'll sign up.

The tool is called "RoundUp", and it was purpose-built to help nonprofits like [nonprofit]. In a nutshell, RoundUp automatically rounds up each transaction on your Visa or Mastercard to the nearest dollar, then charges your card once per month for the total amount of that 'spare change', and sends the proceeds to [nonprofit name].

How it works:

1. Follow this link:
2. Select the credit card you want to enroll
3. Set a maximum monthly donation (optional)

That's it! Sign up takes less than 1 minute.

Millions of people are rounding up at the grocery store every day to support charities they don't even know very well. Now you can direct your roundups to us here at [nonprofit name], knowing with confidence how your spare change is being used.

Thank you for your continued support!

## Message 2

Subject: [first name], Your spare change can make a big impact for [nonprofit]

Body:

Dear [first name],

Did you know that you can round up all of your everyday purchases to the next dollar and share that spare change with [nonprofit]?

That spare change really adds up over time, allowing us to focus on delivering impact. We hope you'll take a couple minutes to sign up and share your spare change with us!

How it works:

1. Follow this link:
2. Select the credit card you want to enroll
3. Set a maximum monthly donation (optional)

That's it! Sign up takes less than 1 minute.

Thank you for your continued support!

## Message 3

Subject: [first name], please donate your spare change to [nonprofit]

Body:

Dear [first name],

Did you know that you that there is a simple way to donate the spare change from your everyday purchases to [nonprofit name]?

It's called RoundUp, and its the simple, safe, and secure way to share your spare change with us.

How it works:

1. Follow this link:
2. Select the credit card you want to enroll
3. Set a maximum monthly donation (optional)

That's it! Sign up takes less than 1 minute.

After you sign up, RoundUp automatically rounds up every purchase you make to the next dollar and adds all of that spare change up into one single monthly charge on your card. No further action is required on your end.

Rounding up is one of the easiest ways to support [nonprofit] month in and month out. Please consider rounding up for us.

Thank you for your continued support!

-[name]