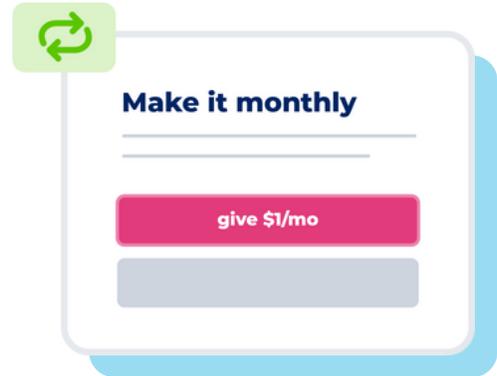




Recurring Upsells 101

Invite donors to sustain your work for the long haul.

Turn your donors into sustainers with [recurring upsells](#)! These tools prompt donors to become monthly contributors so they can support your work for the long term.



What recurring tools does ActBlue offer?

➔ **Recurring Upsells.** After a donor submits a one-time contribution, they'll see a pop-up asking if they'd like to make a recurring gift. (Their original, one-time donation processes regardless, so you won't lose out if they choose not to make a recurring donation.)

Choose from several different upsells. The pop-up can suggest that the donor make their original donation amount recurring (**Original Amount**). It can also use our conversion-focused algorithm to suggest one or multiple smaller amounts for a monthly contribution (**Smart Suggestion** or **Smart Options**).

➔ **Recurring Pitch.** Write a custom blurb that appears next to the monthly donation option on your form to highlight the importance of recurring support.

➔ **Recurring Incentive.** Offer a gift as an added incentive for donors to support you for the long term!

Our tests show that **Smart Suggestion** has the highest conversion rate of any recurring upsell, so it is on by default on all of your forms. You can turn it off or change to another upsell at any time.

hi!

Questions? Find support at help.actblue.com!