
Create

RECURRING DONORS

from Year-End Giving Campaigns

AGENDA



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- The importance of recurring gifts
- Connecting with recurring donors during year-end giving
- The 3 C's of recurring giving
- 7 Strategies for turning year-end donors into recurring donors
- Tools to make your campaign easier and more successful

POLL



How big a part does **creating recurring donors** play in your annual fundraising campaigns?

1. Huge, we are always encouraging recurring giving
2. Important, we have at least one recurring giving campaign
3. Somewhat, recurring giving is an option but not a focus
4. Not very, we'd like to make it a bigger part of our planning

CREATE RECURRING DONORS FROM YEAR-END GIVING CAMPAIGNS

THE IMPORTANCE OF RECURRING GIFTS

What is Recurring Giving?

Recurring giving is when a donor elects to make a regular, ongoing donation to your organization instead of choosing to make a one-time gift.

- Donors typically give weekly, monthly, quarterly, or yearly, but they can give as frequently as they'd like.
- Recurring donors are most likely to give monthly. Some organizations call them members as regular contributions are like a subscription.



Lifetime Value of Recurring Donors

Monthly donors donate 440% more to charity over their lifetime than one-time donors. The longer the measurement period, the greater the lifetime value.

- Recurring donations are the most sustainable source of income for an average nonprofit.
- The average monthly online donation is **\$49** (\$412 per year) compared to the average one-time gift of \$141.
- Recurring Donors are more likely to stay engaged with you beyond their first year. This means you can expect to build a long-term relationship with them.

Source: MobileCause Donor Data 2020



Make a pledge to protect and encourage appreciation and understanding of the Santa Monica Mountains.

PLEDGE AMOUNTS

\$50,000

PATHFINDER LEVEL
\$10,000 per year for 5 years

\$25,000

TRAILBLAZER LEVEL
\$5,000 per year for 5 years

\$5,000

PIONEER LEVEL
\$1,000 per year for 5 years

OTHER

CHOOSE YOUR LEVEL
Any gift is appreciated

\$ 50.00

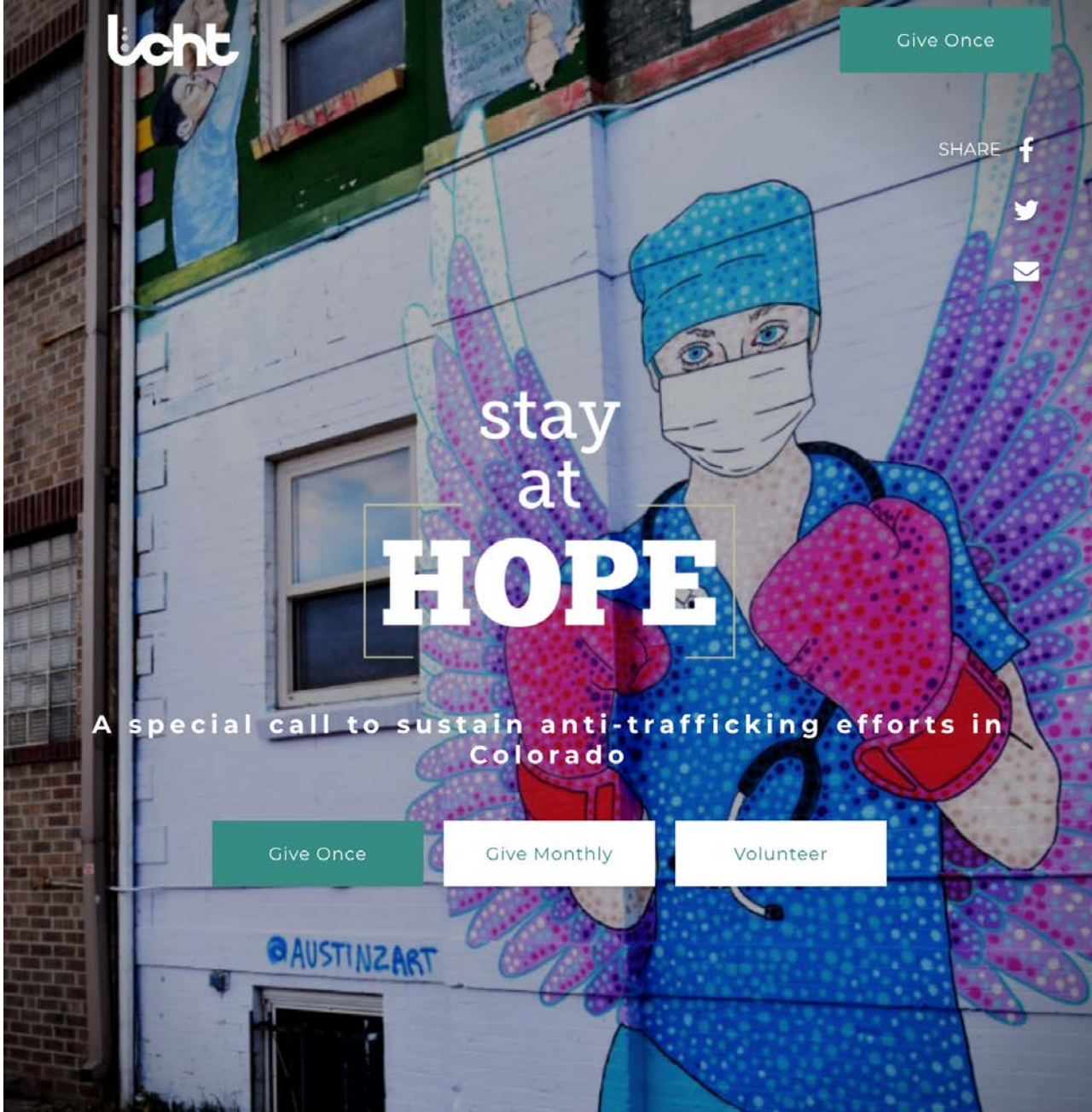
How To Use Recurring Giving

1. Give your donors choices.

On donation pages, or asks, give the option to make a one-time or a recurring gift. This provides the donor with flexibility based on their financial situation.

2. Tell a story.

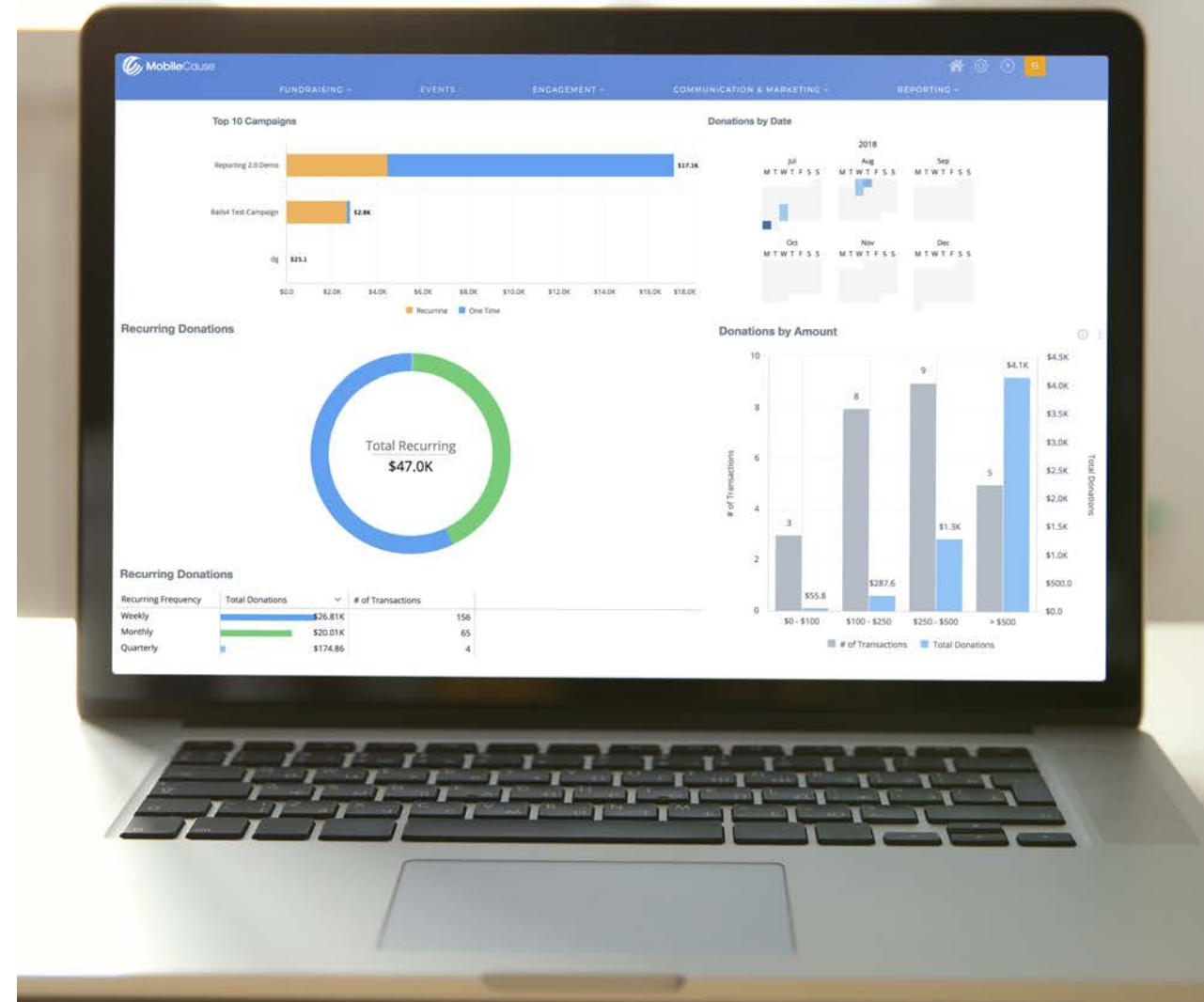
Use the recurring giving option (and opportunity) to tell a story about how donations are going to support the organization. What will giving \$10/month mean for your cause? What about \$25/month? Will it provide 100 meals a month to the hungry or send a child to school for a year? Draw a connection between their donation and your mission.



Recurring Giving Grows the Annual Budget

Recurring giving is an attractive fundraising strategy because it's sustainable, easier to manage and hassle-free.

- Your organization gets a set amount of money coming in every month.
- Donors don't have to remember to or take time every month to go back to your organization's website.



CREATE RECURRING DONORS FROM YOUR YEAR-END CAMPAIGN

Connecting with Recurring Donors During Year-End Giving

- Share your program mission and problem solved
- Share what is at stake
- Share what has changed/or will change
- Share ways to see change and connect



A recent fundraising benchmark report found that **38% of nonprofits** have the same strategy for Recurring Donors and One-Time Donors.

The 3 C's of Recurring Giving

- Connection
- Concern
- Capacity



7 STRATEGIES FOR TURNING YOUR YEAR-END DONORS INTO RECURRING DONORS

Say Thank You

Always thank the donor – regardless of the size of their donation.

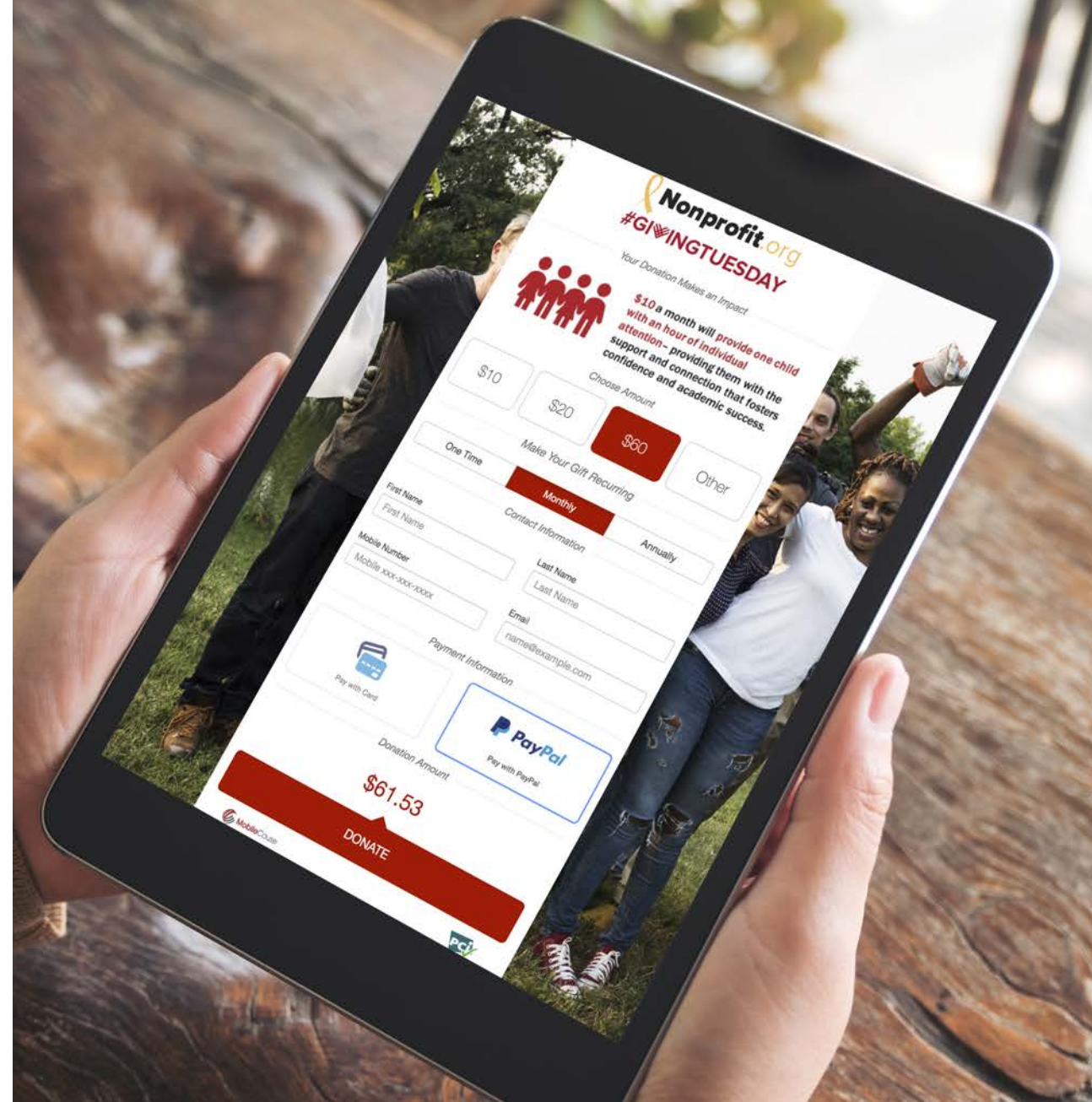
- There are many ways to thank your donors
- Thanking donors encourages existing donors to keep giving
- Demonstrates you care about your supporters
- Encourages one-time donors to become recurring donors
- **Pro Tip:** After a donor has given their first donation, it's important to not ask for the second donation right after.



Make Sure Your Systems and Technology are In Place

Before asking a one-time donor to become a recurring donor, make sure your technology is up for the task.

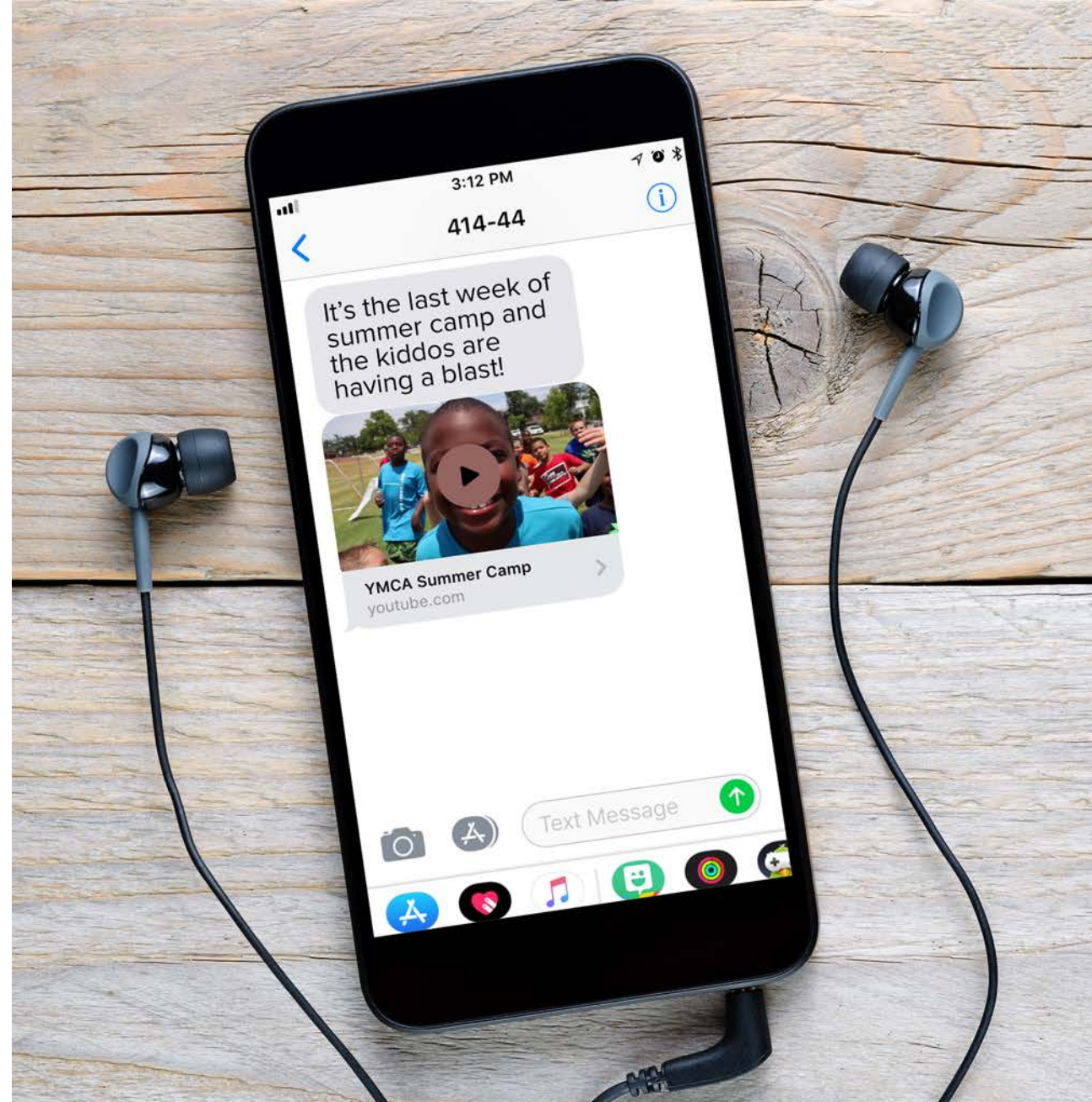
- Systems should be able to accept and process recurring donations
- Process the payments securely and store donor information safely



Showcase the Impact of Donations

When a donor knows how their gift made a difference, they are more likely to sign up for a recurring donation program.

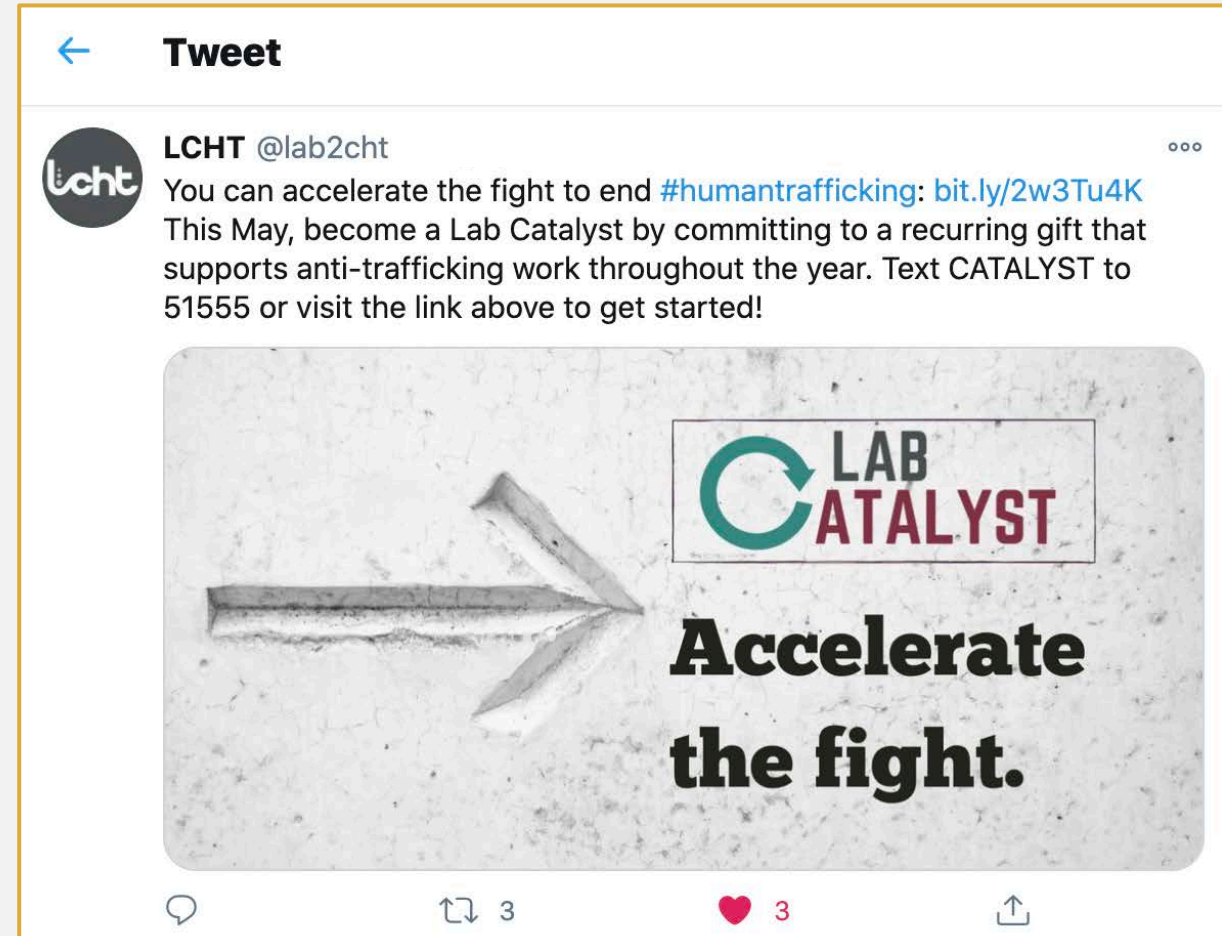
- After a thank you, make the 'second' communication how the gift was used
 - Report how the money was spent – as accurately as possible
 - Consider sending a photo or a video or even just an email sharing a story of an individual their donation helped
- **98%** of people give because of impact, so showcase the impact of your donors' donations.



Bring Awareness of Your Recurring Giving Program

If no one knows about your recurring giving program, it will be extremely hard to grow it.

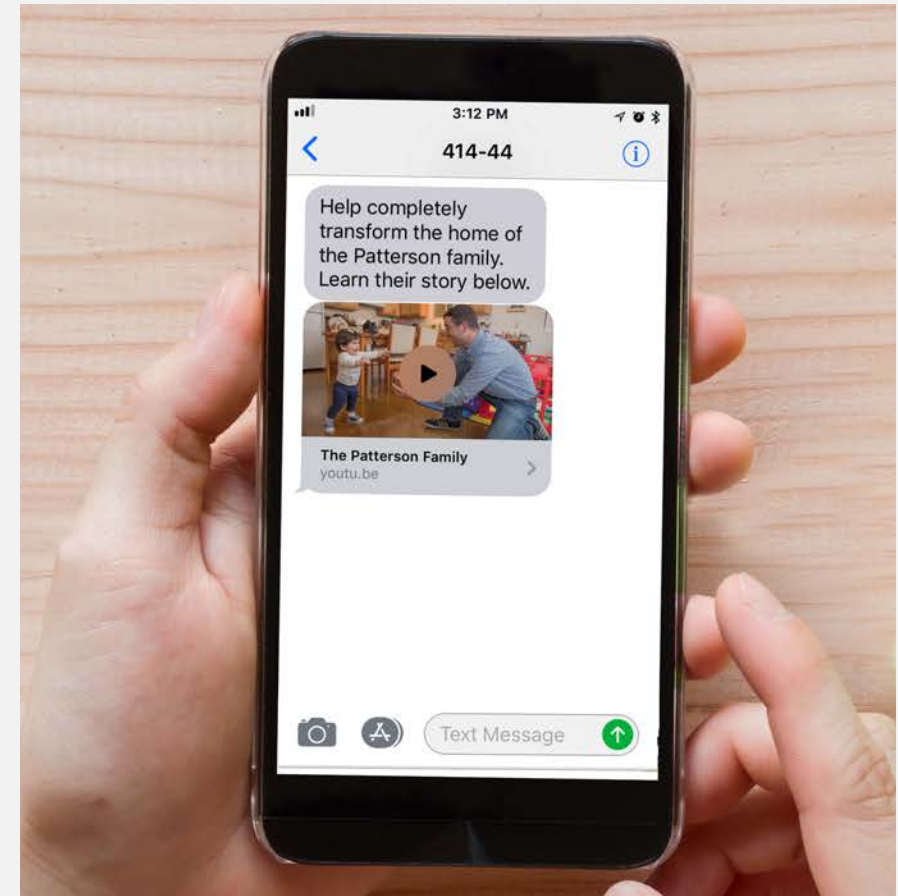
- Be thoughtful and consistent in driving program awareness
- Actively promote the program
- Include clear calls to action in your communication outreach



Use Storytelling To Connect and Deepen Understanding of Mission and Impact

Storytelling is a powerful tool to move people to give in a way that nothing else does.

- As humans, we respond to stories and remember them more than we remember facts or figures
- Stories help create context and move us to act by stirring up emotions
- Use video to tell stories or put them on your blog or website
- Visuals are more effective than text in grabbing and keeping attention



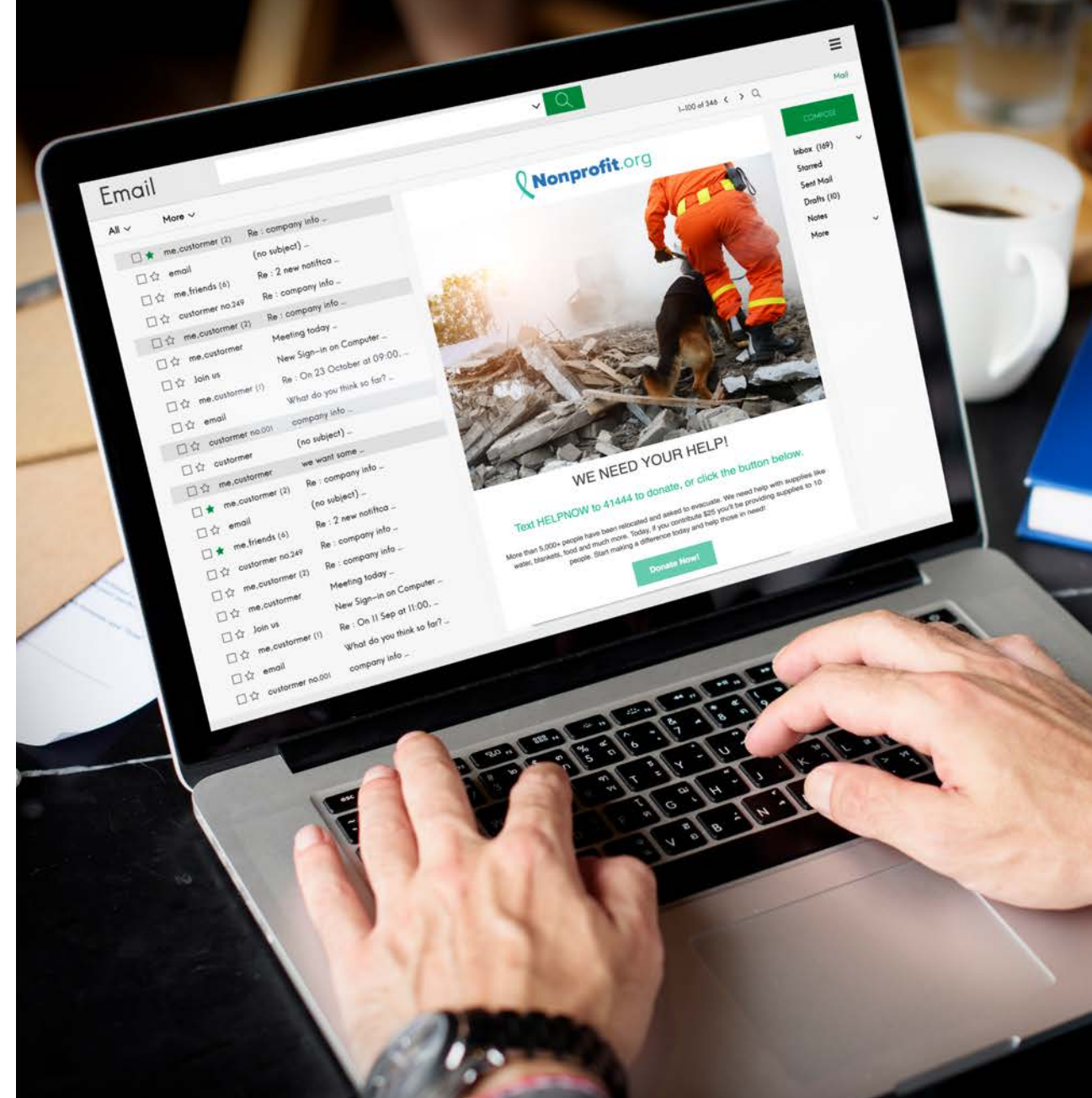
Video generates **1200% more shares** than text and image combined

Source: Brightcove, "3 Ways Transcripts Elevate Video SEO," January 12, 2017

Engage With Your Donors

Communicate with donors regularly and enthusiastically.

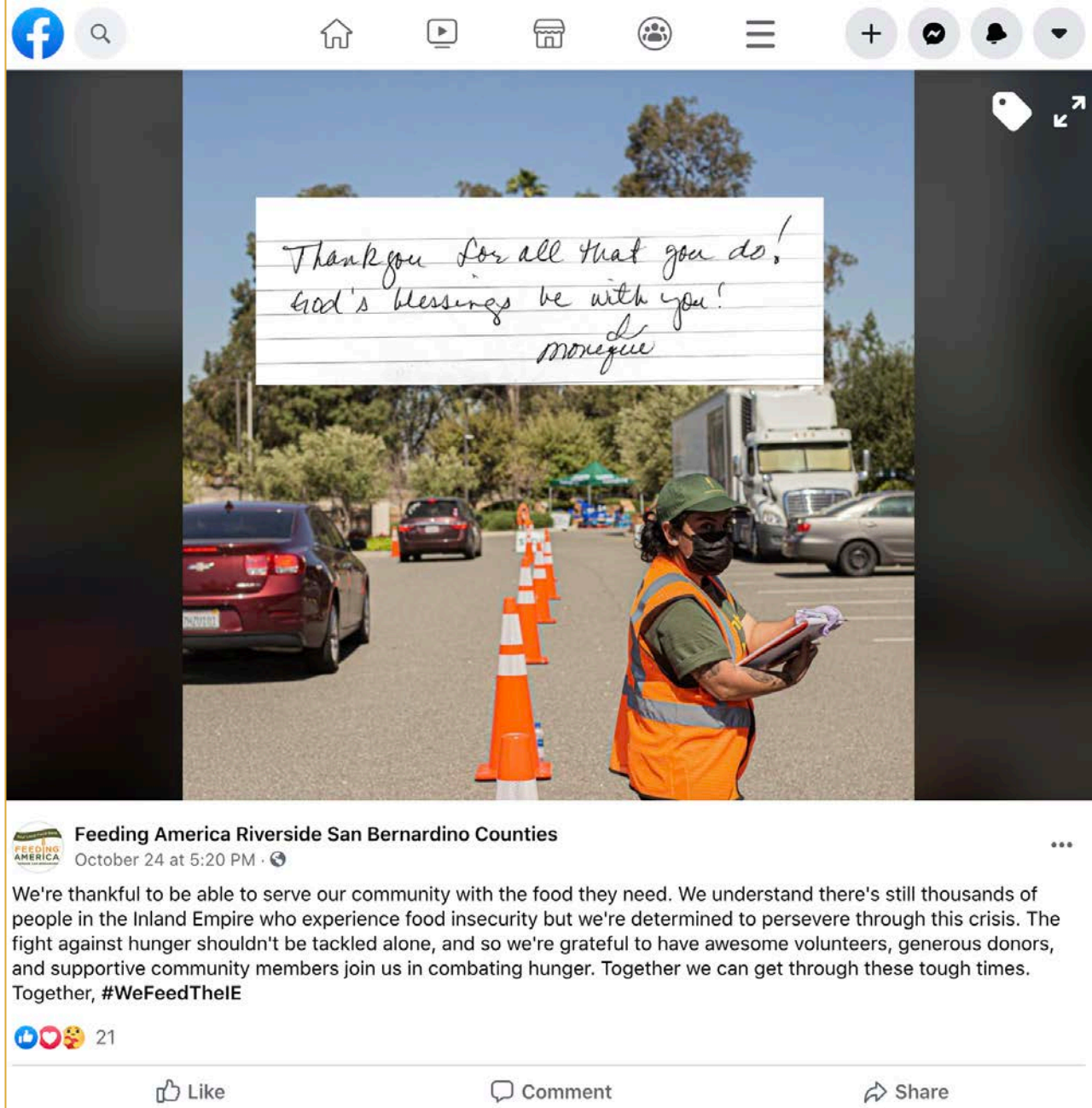
- If you're trying to create an engaged community of recurring donors, a 'thank you' won't be enough – although it's a great first step



Show Donors You Value Them For and Beyond their Checkbook

Keep donors informed about your progress and news.

- Use social media, organize events, meet them in-person where possible, send them direct mail and newsletters
- Ask for feedback on your projects and initiatives
- Acknowledge their opinions and input



The **end of the year** is the best time to inform and invite your donors to join a recurring giving program. Incorporate **recurring giving** as much as possible to ensure stability and sustainability for your nonprofit organization in 2021 and beyond.

TOOLS TO MAKE YOUR RECURRING GIVING CAMPAIGN EASIER AND MORE SUCCESSFUL



A call to action that shows the impact of monthly giving.

A graphic representation of the impact of a gift.

Giving amounts that are personalized for the donor segment.

Ability to choose monthly giving as the default.



Your Donation Makes an Impact

You can improve Nonprofit.Org's ability to save the forest throughout the year by becoming a monthly donor.



Recurring gifts reduce administrative costs so we are able to allocate more of the funds raised to supporting our mission.

Choose Amount

\$

Make Your Gift Recurring

☒ I have read and agreed to the [terms and conditions](#).
The total below is for *this* donation only.

Set Recurring as the Default Gift Type

- Make the option to make a recurring giving available on all event pages and giving forms
 - Lower your suggested donation amounts when the default gift type is recurring
 - New donors need to develop a deeper connection with your org before donating larger amounts.
- **Pro Tip:** It's better to get **\$120 over the year** than \$20 once.



Will you consider making a bigger impact?

Thank you for supporting us; we couldn't do what we do without you.

You can help us accomplish even more by becoming a recurring donor. Recurring donors help ensure we have sufficient funding for new and ongoing programs throughout the year.

Yes! Make it \$16 / monthly

Keep it one time for now

By making it recurring you have read and agree to the [terms and conditions](#)

A POP-UP

asking a one-time donor to upgrade to become a monthly donor results in a

64% INCREASE IN MONTHLY DONATIONS

\$25.64

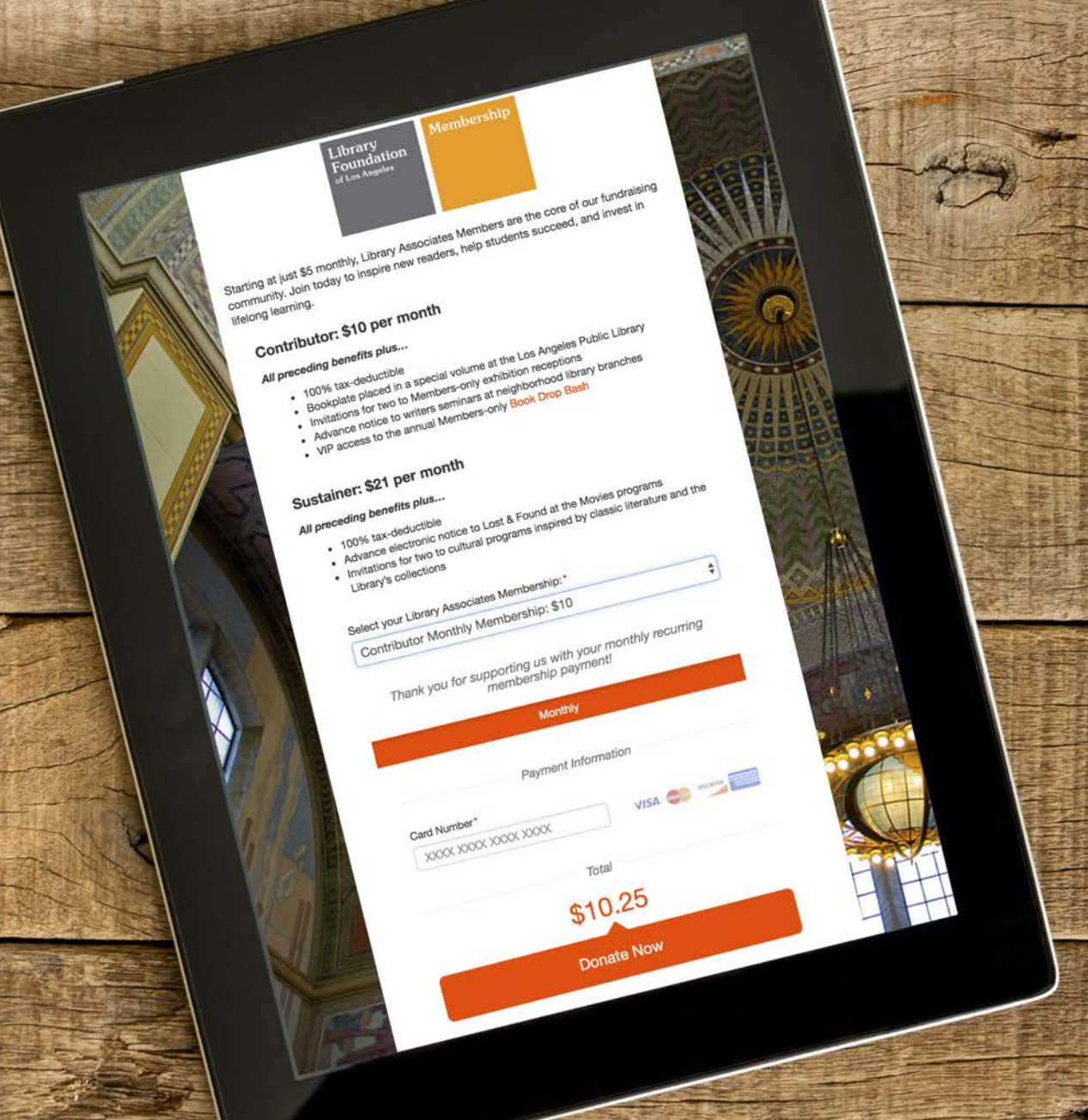
DONATE

Include a Prompt that Encourages Recurring Giving

Add a smart pop-up that encourages those who initiate a one-time donation to upgrade to a monthly gift.

- Explain the value of a recurring gift and offer a suggested recurring gift amount, typically 60% of their one-time donation
- Including a prompt can increase the number of recurring donors by 64%
- Yet, only 14% of nonprofits use one!

Source: NextAfter



Create a Membership Program

Present a **monthly or annual membership option** that encourages recurring giving by providing a special status or inclusion in a dedicated program.

- Provide members exclusive content, insights, rewards, discounts, and more as added incentives
- Establish various levels of a membership program with different giving amounts and perks for each one.

97 Monthly Donors

100 Goal

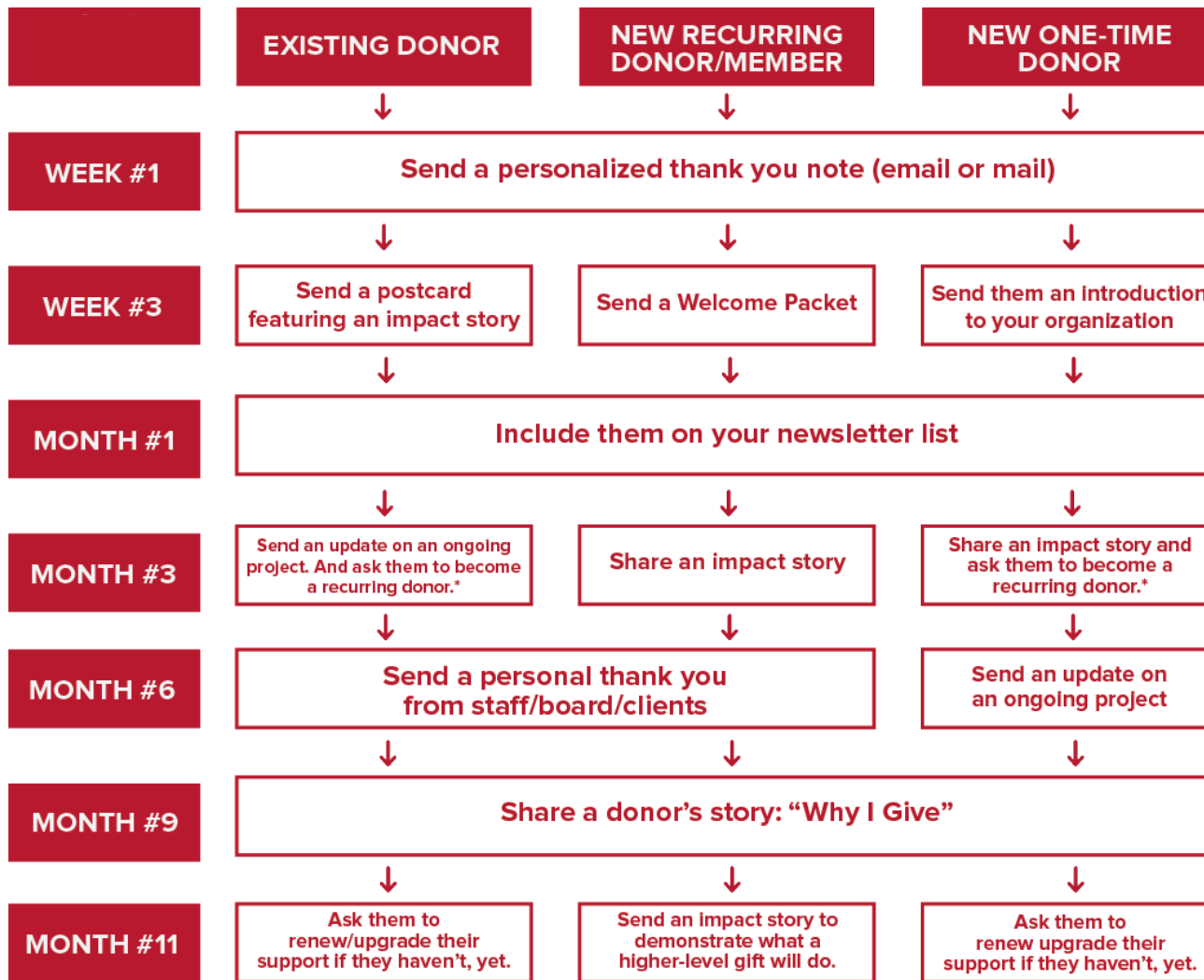
Fun Fact:

One-time donors who upgrade to become monthly donors tend to do so around four months after their one-time donation

Scale Your Recurring Giving Program

- Develop an automated new donor email welcome series to cultivate the relationship
- Create a segment of recurring donors for communications and appreciation
- Create campaigns with a goal of generating more monthly donors, not amount raised
- Develop strategies and communications to upgrade your existing one-time donors to monthly donors
- Automate reminders of expired credit cards to maintain recurring donors

Source: The State of Modern Philanthropy Report



*One-time donors that upgrade to become monthly donors tend to do so around four months after their one-time donation (The State of Modern Philanthropy Report).

Create a Communication Plan by Donor Segment

Follow up with and cultivate donors with a unique communication sequence for each donor segment to encourage sustained giving from each donor type.

RECURRING GIVING PROGRAMS IN ACTION

Feeding America

Riverside San Bernardino

- Monthly giving form embedded on website
- Includes impact metrics
- Promoted through email and some social media
 - Keyword and shortcode
 - Link to website
- Sends text and email reminders for failed payments



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WE FEED THE INLAND EMPIRE

[HOME](#) [ABOUT](#) [GET INVOLVED](#) [NEWS](#) [EVENTS](#) [PARTNER CHARITIES](#) [GET HELP](#)



Monthly Giving Program

Supporter \$10+ <ul style="list-style-type: none">• Less FARSB mail• Advance invitations to FARSB events• Invitation to Donor Appreciation Event• Knowing you're providing 90 meals to neighbors in need every month	Advocate \$25+ <ul style="list-style-type: none">• Less FARSB mail• Advance invitations to FARSB events• Invitation to Donor Appreciation Event• Recognition in quarterly newsletter• Knowing you're providing 225 meals to neighbors in need every month	Friend \$50+ <ul style="list-style-type: none">• Less FARSB mail• Advance invitations to FARSB events• Invitation to Donor Appreciation Event• Recognition in quarterly newsletter• First to receive Annual Tax Statements• Knowing you're providing 450 meals to neighbors in need every month	Champion \$100+ <ul style="list-style-type: none">• Less FARSB mail• Advance invitations to FARSB events• Invitation to Donor Appreciation Event• Recognition in quarterly newsletter• First to receive Annual Tax Statements• Exclusive volunteer opportunities• Private food bank tour and breakfast with the CEO• Recognition in annual Report• Exclusive 'Champion' rates on all special events• Knowing you're providing 900 meals to neighbors in need every month
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MEALS FOR MANY MONTHLY GIVING CLUB

Choose amount

\$10	\$25	\$50	Other
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\$ 25.00

Make your gift recurring

Monthly

Feeding America

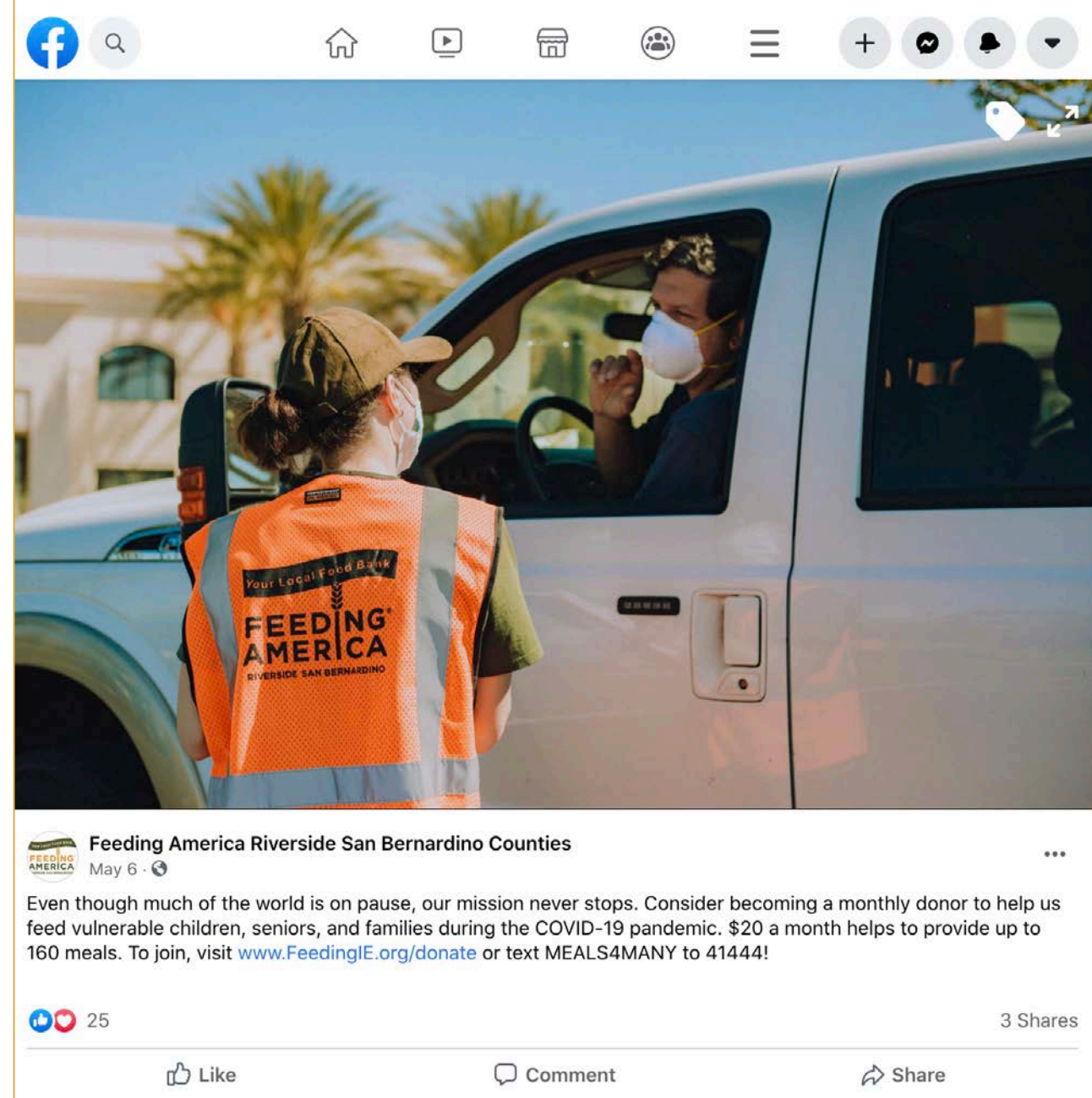
Riverside San Bernardino

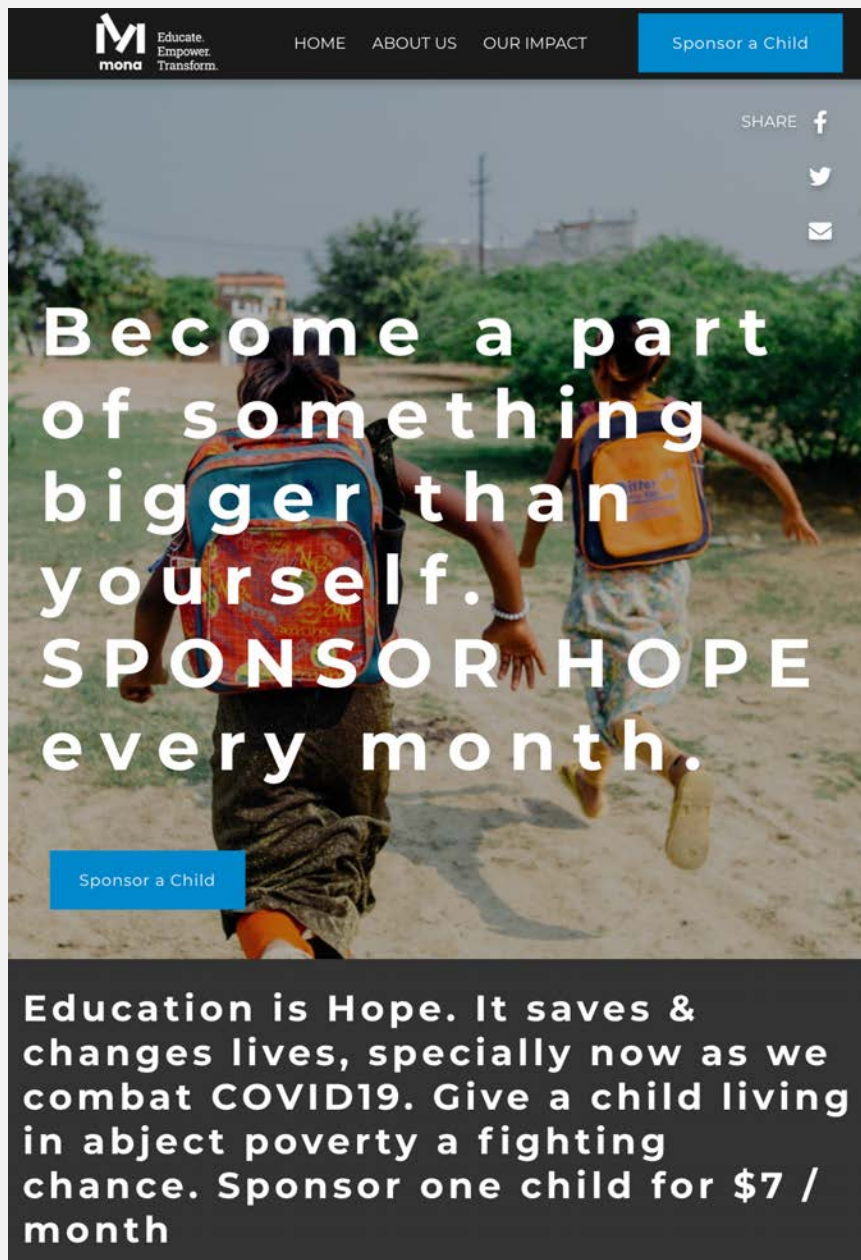
Results (from active monthly donors)

- Total raised: \$38,500
- 150 recurring donors
- Average monthly gift size: \$48
- Average months giving: 5

“Being able to reconnect with donors and update their card information has been so important. It enables us to **maintain our recurring donors.**”

Carolyn Solar, Philanthropy Director of FARSB






Mona Foundation

- Pushed first monthly-campaign in March and April, now ongoing
- Sent emails to database
- Targeted emails to board members of each chapter
 - "Support a student for only \$7/month"
- Every other month sends email highlighting a different program
 - Brief overview and includes link to Event Page for details
- Every donation form has monthly giving as an option





Educate.
Empower.
Transform.

100%

of your individual contributions
supports the education of students in need.
Private donors cover our 15% overhead through 2020.

I would like to donate

\$7

\$14

\$21

Other

\$

21.00

I would like to make a difference every month.

Monthly

My Contact Information

First Name *

Last Name *

First Name


Last Name

Donation amount

\$21.00

SUBMIT

Powered by



PCI LEVEL 1 CERTIFIED

SECURE PAYMENT



Mona Foundation

Results (from active monthly donors)

- Total raised: \$48,365
- 170 recurring donors
- Average monthly gift size: \$59
- Average months giving: 5


“Recurring giving is so important because it is money we can count on.”

Keith A. Gehrig, Executive Account Manager, Mona Foundation

Peaceful Valley Donkey Rescue

- Sends email 1x month for recurring giving
 - Resends to those who don't open it
- Aligns ask with long-term project
- Sends "special ask" emails 1x month
 - Suggested donation amount based upon donor ability and history
- Also promotes recurring in direct mail and social media
- Thanks donors a lot - handwritten cards for bigger gifts

The screenshot shows the donation page for Donkey Rescue.org. At the top, there is a logo with a peace symbol, a heart, and a donkey, with the text "DONKEYRESCUE.ORG" below it. The form asks to "Choose a MONTHLY RECURRING Donation amount" and provides four buttons: "\$18" (selected), "\$36", "\$72", and "Other". Below these is a text input field showing "\$ 18.00". A message states "Your MONTHLY RECURRING gift helps feed our Donkeys!". There is a "Monthly" button. The "Contact information" section has fields for "First Name" and "Last Name". The "Monthly Recurring Donation Amount" is displayed as "\$18.00". A large blue "SUBMIT" button is at the bottom. The footer includes "Powered by MobileCause" and "PCI LEVEL 1 CERTIFIED SECURE PAYMENT" with a shield icon.


DONKEYRESCUE.ORG

Choose a MONTHLY RECURRING Donation amount

\$ 18.00


Your MONTHLY RECURRING gift helps feed our Donkeys!


Contact information

First Name Last Name

Monthly Recurring Donation Amount

\$18.00

Powered by  MobileCause

PCI LEVEL 1 CERTIFIED
SECURE PAYMENT 

Peaceful Valley Donkey Rescue

Results (from active monthly donors)

- Total raised: \$1,102,790
- 2,210 recurring donors
- Average monthly gift size: \$37
- Average months giving: 13

“Many nonprofits are afraid or intimidated to ask for donations. **Ask early and often.**”

Mark Meyers, Executive Director, Peaceful Valley Donkey Rescue



With a shift in your Year-End Giving **focus to create long-term relationships** and cultivate meaningful relationships, you can transform your campaign into a steady revenue stream of monthly donors excited to support your cause for months and years to come.

QUESTIONS & ANSWERS



Work on your campaign with our Digital Fundraising Strategy team: <http://mobilecause.me/dfsinfo>



training@mobilecause.com



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