

# TURNING #GIVINGTUESDAY DONORS INTO RECURRING DONORS

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How One Day of Giving Can  
Create Year-Round Revenue

# SPEAKERS

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# **AGENDA**

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-  **Turning One-time Donations Into Long-term Donors**
-  **6 Steps to Establish Monthly Donors on #GT**
-  **Recurring Giving in MobileCause**

# POLL



What were the results of your past #GivingTuesdays (check all that apply)?

1. We raised more than we hoped
2. We raised less than we hoped
3. We acquired new donors
4. We established recurring donors
5. We've never had a #GT campaign

**#GivingTuesday offers a unique opportunity to create an impact for your nonprofit. With a new approach to #GivingTuesday you can attract new donors and also create long-term recurring revenue for your organization.**

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# TURNING ONE-TIME DONATIONS INTO LONG-TERM DONORS

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# The #GivingTuesday Rundown

International day of giving that counters the widely recognized shopping days: Black Friday and Cyber Monday

**December 3rd, 2019**

## The Advantages

- ✓ Opportunity for increased visibility
- ✓ Chance to reconnect with donors
- ✓ Heightened excitement around philanthropy
- ✓ Receiving donations!

## The Challenges

- Increased competition can make it hard to break out
- The flood of messages sent to supporters
- “Fighting” over match dollars you might not see
- Expectations set too high



# #GivingTuesday: Taking a Different Approach

## Campaign Goals

- Shift focus to bringing in as many new donors as possible
- Goal = turn donors into recurring givers to create long-term value
- Steward a long-term relationship for long-term giving
- Set financial goals, but view #GT dollars as “bonus” revenue







**Fun Facts:**

**\$392 average recurring donation total**  
**\$139 average one-time donation**

Source: MobileCause

# Recurring Giving: Revenue You Can Count On

Recurring donations provide reliable cash flow for your nonprofit

## On average, recurring donors:

- ☐ Give more for more consecutive years than single-gift donors
- ☐ Give over twice as much annually as those who give one-time gifts



The gift of warmth is at your fingertips

All it takes is a donation of \$20 to provide a new winter coat for a New Yorker in need. This year, our goal is to collect 130,000 winter coats, and with your support, we know we can do it. Our city is depending on you, donate today.

\$

Contact Information

First Name \*  Last Name \*

Credit/Debit Info

Card Number \*

Total Donation Amount

\$41.02

PROVIDE COATS



# Demonstrate the Clear Benefits to the Community

In the season of giving and commerce, show how your donors can make a gift to support others in the community.



# Visually Showcase a Gift's Impact

The winter giving season is the perfect time to encourage people to consider a gift to your organization; provide them with multiple gift options and ways to complete their payment.





THIS



## #GIVINGTUESDAY

Make their  
**HOLIDAY WISHES  
COME TRUE**

Buy items from our wish list and support the the day-to-day care of our animals.

Click on the items you wish to purchase on behalf of our Shelter!

 <b>Dog Food</b> \$24	<input type="button" value="-"/> 1 <input data-bbox="2127 528 2178 564" type="button" value="+"/>	 <b>Cat Food</b> \$20	<input type="button" value="-"/> 1 <input data-bbox="2433 528 2484 564" type="button" value="+"/>
Feed one of our dogs for a month.		Feed one of our cats for a month.	

 <b>Blanket</b> \$8	<input type="button" value="-"/> 2 <input data-bbox="2127 706 2178 742" type="button" value="+"/>	 <b>Collar</b> \$6	<input type="button" value="-"/> 1 <input data-bbox="2433 706 2484 742" type="button" value="+"/>
Give a pet a warm and comfortable place to sleep.			

Subtotal:

**\$66.00**

How do you want to pay for this?

How many payments will you be making?

**\$16.93 billed today, plus 3 equal payments for a total of \$67.69**

☒ I have read and agreed to the terms and conditions.





Starting at just \$5 monthly, Library Associates Members are the core of our fundraising community. Join today to inspire new readers, help students succeed, and invest in lifelong learning.

#### Supporter: \$5 per month

- 100% tax-deductible
- Personalized Membership cards
- Advance e-notice of **ALoud** and Library Foundation programs
- 10% discount at The Library Store
- Discounts on ticketed Library Foundation events
- Subscription to the Library Foundation's quarterly print newsletter and monthly Member e-newsletter
- Free admission and store discounts at Southern California museums and institutions during Member Appreciation Days

#### Contributor: \$10 per month

*All preceding benefits plus:*

- 100% tax-deductible
- Invitations for two to LFLA exhibition receptions

Select your Library Associates Membership: \*

Select Option

*Thank you for supporting us with your monthly recurring membership payment!*

Monthly

- ☒ I have read and agreed to the **terms and conditions**.  
The total below is for this donation only.

Gift Membership

- ☒ I am gifting this membership.

Please provide the name of the membership recipient.

Enter Info

Please provide the address of the membership recipient.

Enter Info

Please provide the email address of the membership recipient. We regularly send news via email to our Members.

Enter Info

# Offer the Gift of Membership

A year-long gift provides ongoing opportunity/support for beneficiaries.

# Add Impact Metrics to Your Communications

Feature impact metrics and calls-to-action that highlight monthly giving to your website and communications.

## Be Their Guardian Angel

Guardian Angels choose to make monthly gifts to Best Friends, providing consistent, reliable resources to handle any situation, whether it's an animal arriving at the Sanctuary after a traumatizing journey or an animal facing certain death in a shelter.

One donation each month adds up to a world of difference for homeless pets. Here's the lifesaving difference you can make in just one year:

**\$10**

Gives two animals newly arriving at Best Friends a soft bed, blankets and a dinner with special treats

**\$25**

Removes five dogs or cats from high-risk shelters and places them in the safety of a Best Friends adoption center

**\$50**

Gives one rescued dog plenty of food and care

**\$100**

Helps newborn kittens survive by providing specialty food and equipment



## 12 Gifts in 12 Months

*You Can Save Lives All Year Long*

**Make a Monthly Gift**



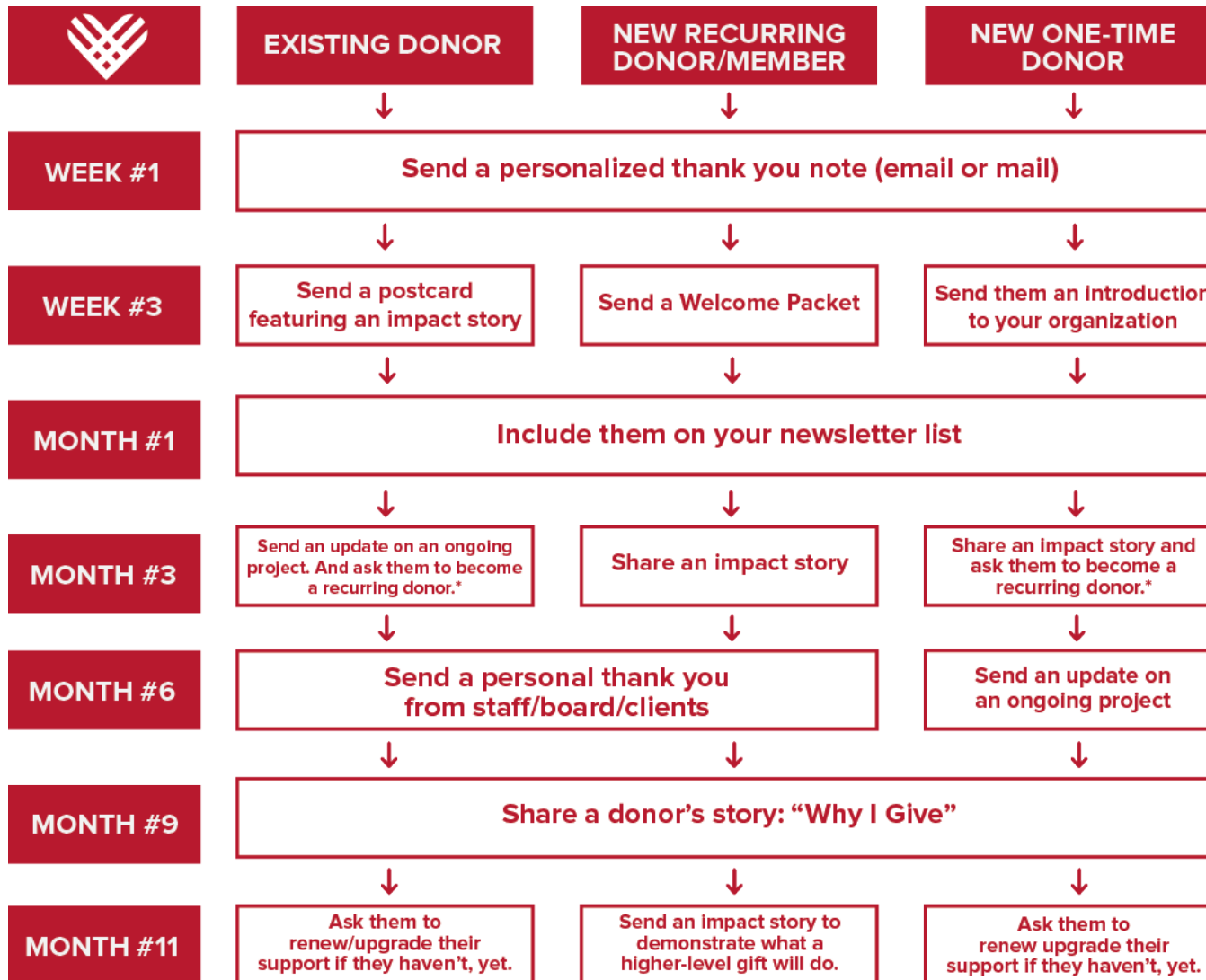
Do you believe in the power of Moth stories to connect us as humans and foster mutual understanding?

Then please join our storytelling movement by making a gift of \$3 or \$5 today.

Make your gift recurring and you'll get a cool prize!

**Join The Moth Hall Of Flame!**





\*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).

# Communicate by Donor Segment

Engage each donor segment differently to encourage sustained giving from each one.

# Thank, Follow-Up and Cultivate

- Write personal thank you notes to donors and volunteers
- Share campaign updates and how gifts will be used
- Create donor spotlights
- Continue to cultivate donors
- Give shout-outs on social media with images or video with a campaign recap
- Follow-up with recurring donors all year to establish deeper connections



***“With a shift in your #GivingTuesday focus to create long-term relationships and cultivate meaningful relationships, you can transform this one global giving day into a steady revenue stream of monthly donors excited to support your cause.”***

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# 6 STEPS TO ESTABLISH NEW RECURRING DONORS THIS #GIVINGTUESDAY

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# Optimize Your Forms to Encourage Recurring Giving

- Set “Recurring” as the default gift type for #GT donation forms
- Makes it easy for donors to automate giving throughout the year
- Lower suggested donation amounts; new #GivingTuesday donors need to develop a deeper relationship with you before donating larger amounts

Set up your gift

\$500 \$100 **\$10** Other

\$ 10.00

**Monthly** Quarterly

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

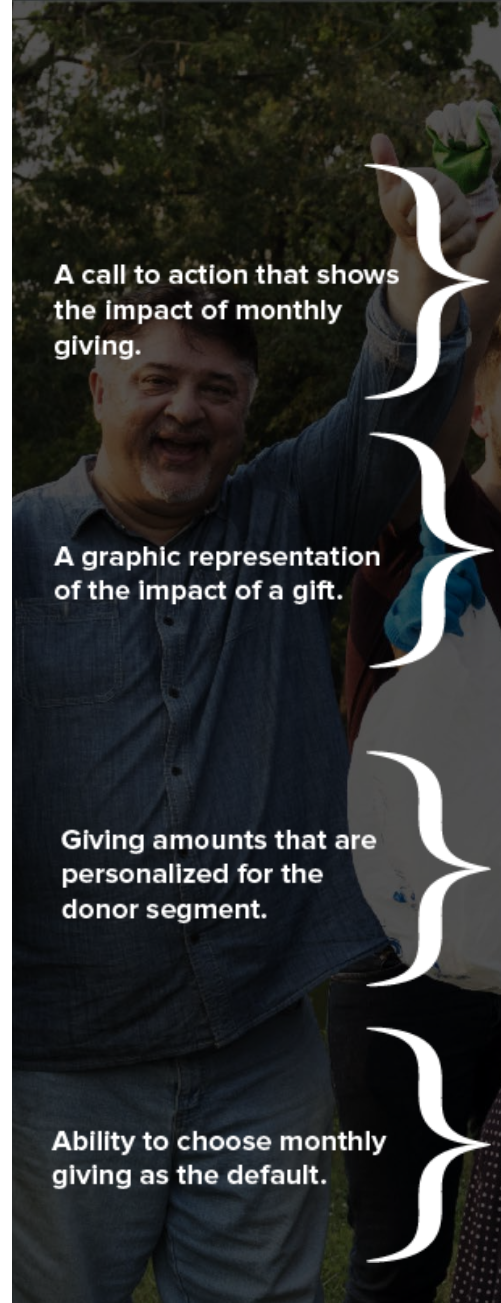
# Incorporate Language about Sustained Giving

Impact metrics help donors understand how their recurring gifts will make a difference

1. Establish suggested donation amounts and show what each amount can do
2. Provide the amount you need to meet to accomplish a goal

## Pro Tip:

Compare donors' daily expenses to a donation amount.



 **Nonprofit.org**  
#GIVINGTUESDAY

*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*

\$10	<b>\$40</b>	\$75	Other
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\$ 40.00

*Make Your Gift Recurring*

One Time	<b>Monthly</b>	Quarterly
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☒ I have read and agreed to the [terms and conditions](#).  
The total below is for *this* donation only.



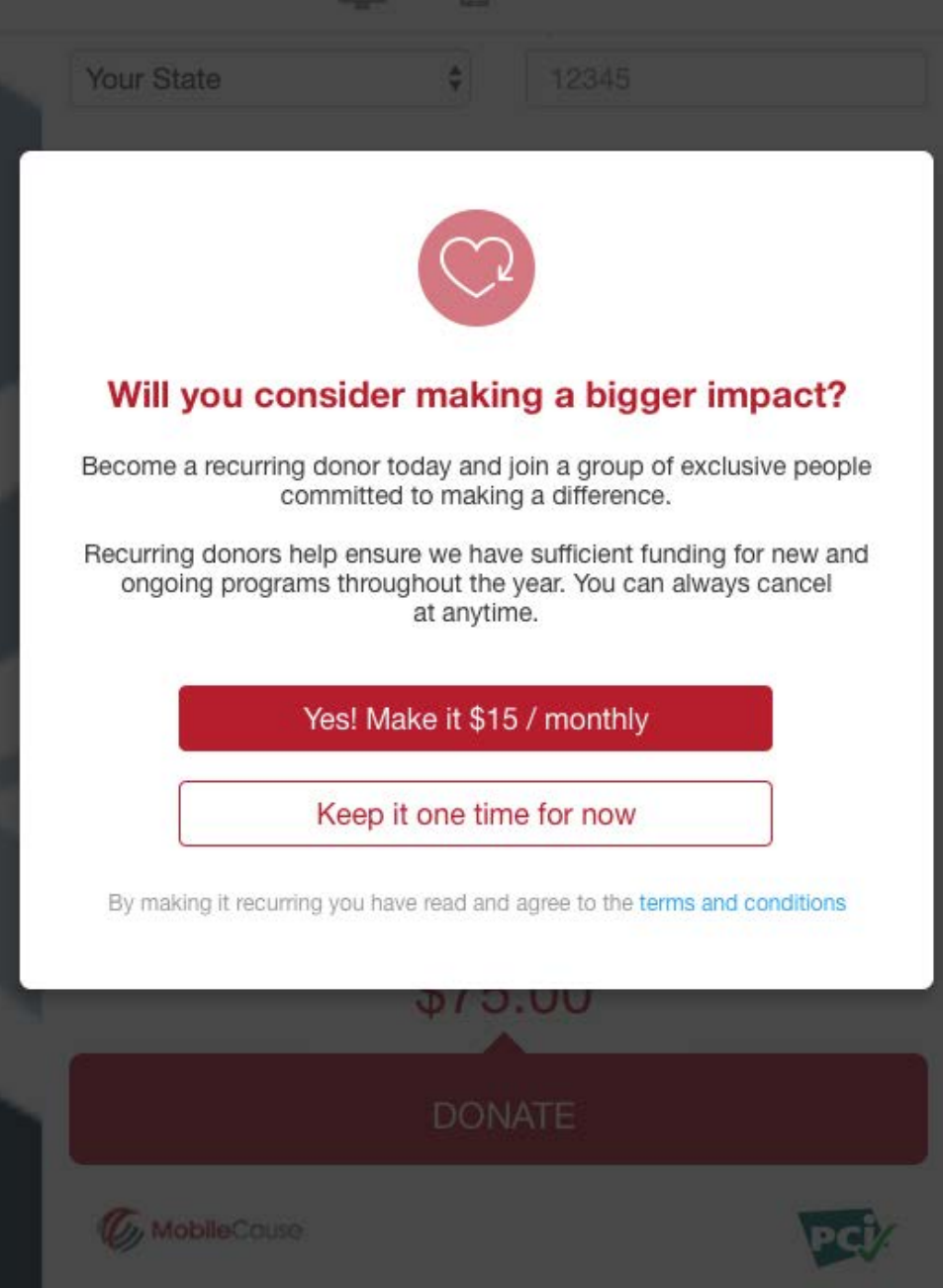
# Prompt to Turn One-Time Donations into Recurring

- Add a smart pop-up that encourages one-time donors to give monthly
- **Offering a recurring donation prompt can increase giving by 64%! Source: NextAfter**
- For those who upgrade to a recurring gift, recommend a donation amount that is 60% of their one-time donation

## Fun Fact:

Only **14% of organizations** prompt one-time donors to upgrade to a recurring gift during the donation process.

Source: NextAfter



# Set a Goal for Recurring Donors on #GivingTuesday

- Bypass announcing monetary goals for #GT
- Instead, let donors know the **number of recurring pledges** you'd like to achieve in a single day
- Provide goal updates throughout the day
- Tag recurring donors in your social media updates (remember to ask their permission first)

97 Monthly Donors



100 Goal

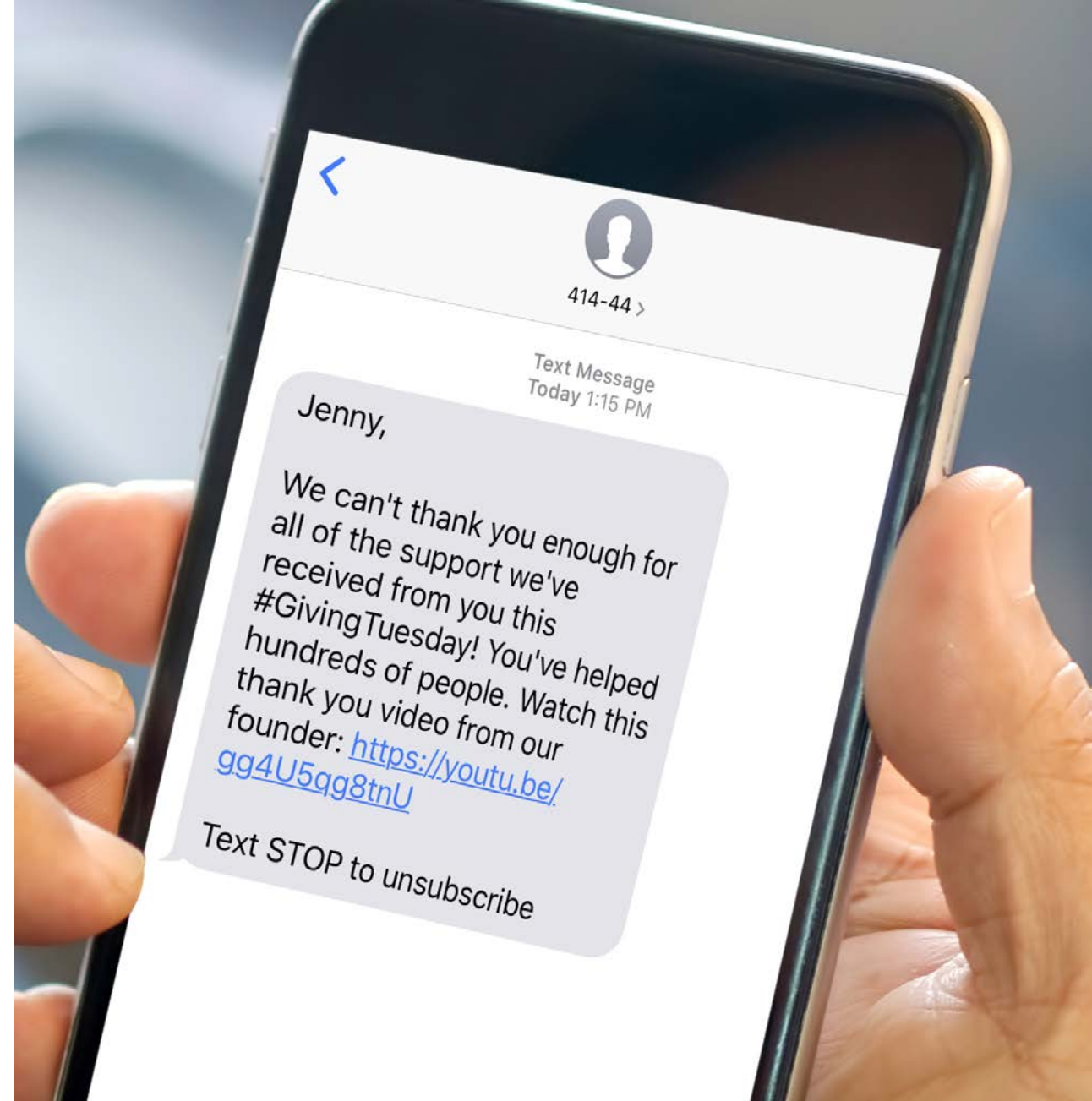


**Pro Tip:**

Remember: even the smallest pledges add up to a sizeable yearly donation!

# Send Timely Acknowledgements

- Thank you messages sent via text and email lets donors know their gift was received and appreciated
- Automate sending branded tax receipts when gift is received as it begins cultivating the relationship
- Acknowledge recurring donors' special role in your mission

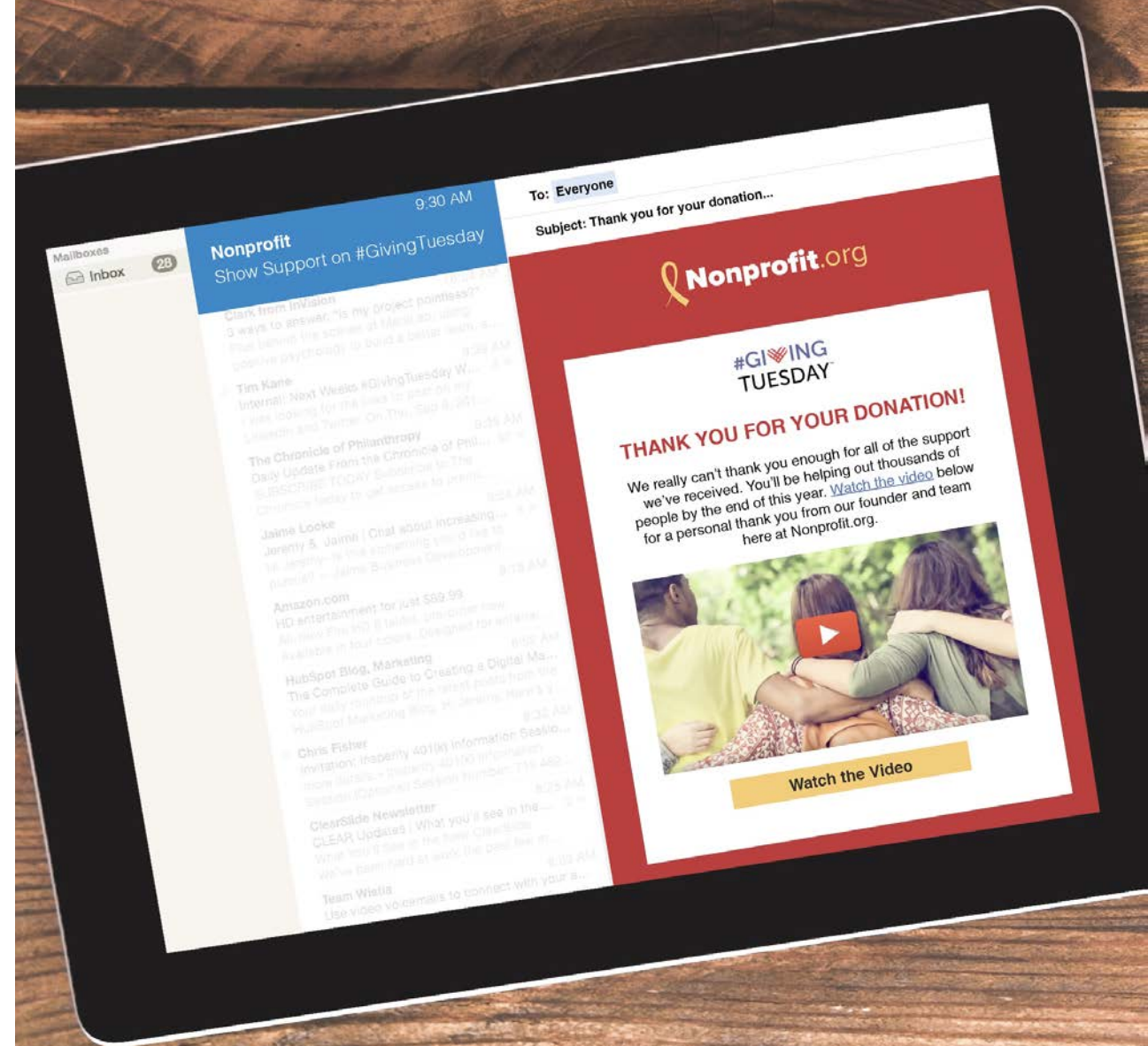




# Thank Monthly Giving Donors Often

The monthly donation may be “set it and forget it” for donors, but your gratitude should be continuous.

- Thank recurring donors multiple times throughout the year, including during your #GT campaign
- Send recurring donors personalized updates and thank yous via text
- Write compelling thank you messages with impact stories and updates that demonstrate the cumulative impact donors are making



# RECURRING GIVING IN MOBILECAUSE

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# Counting Units

<http://mobilecause.me/units>

## Create New



Fundraising Activity

Text to Donate

Crowdfunding/Peer to Peer



Event Activity



Engagement Activity



### Setup Keyword

Keyword

Select existing keyword



Campaign

Select Existing Campaign



+ Add New

Shortcode

71777



#### Fundraising Goal

Enable ☒

Goal Type <sup>?</sup>

Units



Goal Amount

Enter Number of Units

Quantity Sold Field

To finish setting up Units as a goal:

1. Edit the form that donors will submit under Online Forms
2. Add form element to capture the number of units
3. Select that custom field in the Quantity Sold Field in this section

# Recurring Donation Options

<http://mobilecause.me/recurring>

## Receipts and Notifications

### Recurring Payments

Payment Receipt  
Upcoming Payment Reminder  
Credit card expires in 30 days  
Credit card expired

☒ SMS ☒ Email  
☒ SMS ☒ Email  
☒ SMS ☒ Email  
☒ SMS ☒ Email

## Recurring Donations

### Section Heading

Make your gift recurring

### Accept Recurring Payments

Enable ☒

### Set Recurring Payment Type

- ☒ Ongoing  
e.g. \$100 / monthly
- ☐ Fixed Term  
e.g. \$100 / monthly for 12 months
- ☐ Pay Over Time  
e.g. \$100 / 4 installments of \$25

### Frequency

One Time Weekly Monthly Quarterly Annually

Select up to 4

### Default Frequency

One Time ▼

### Encourage Recurring Donations

Prompt donors to become recurring donors

Enable ☒



+ Add Form Element ▼

# Create Segment



FUNDRAISING ▾

EVENTS ▾

ENGAGEMENT ▾

COMMUNICATION & MARKETING ▸

REPORTING ▾

 Scott Couchman  
MobileCause Academy (Training) ▾

 Messages

 Create Segment

 Manage Lists

 Message Templates

☒ Individual Gift

Amount Min

\$

Amount Min

Amount Max

\$

Amount Max

☒

Show only contacts who have made a recurring donation

<http://mobilecause.me/segment>

# CLOSING

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# **SUMMARY**

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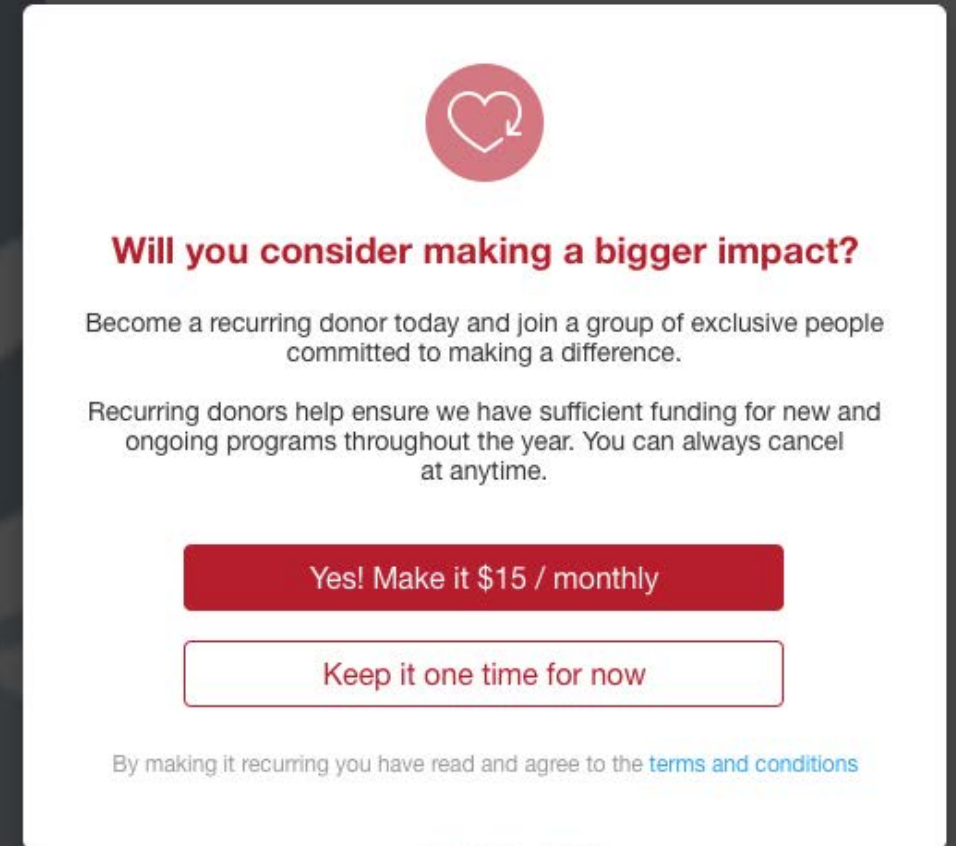
- **Turning One-time Donations Into Long-term Donors**
- **6 Steps to Establish Monthly Donors on #GT**
- **Recurring Giving in MobileCause**



# Recurring Donations

<http://mobilecause.me/recurring>

- Step by step guide to your Recurring Gift options in your MobileCause activities

A screenshot of a mobile application interface showing a recurring donation modal. At the top, there is a red circular icon with a white heart and a curved arrow. Below this, the text "Will you consider making a bigger impact?" is displayed in red. The modal contains two paragraphs of text: "Become a recurring donor today and join a group of exclusive people committed to making a difference." and "Recurring donors help ensure we have sufficient funding for new and ongoing programs throughout the year. You can always cancel at anytime." There are two buttons: a red button labeled "Yes! Make it \$15 / monthly" and a white button with a red border labeled "Keep it one time for now". At the bottom, a line of text states "By making it recurring you have read and agree to the [terms and conditions](#)". The background of the app shows a "Your State" dropdown menu, a "12345" input field, a "\$75.00" price tag, and a "DONATE" button. Logos for "MobileCause" and "PCI" are visible at the bottom of the app screen.

**Will you consider making a bigger impact?**

Become a recurring donor today and join a group of exclusive people committed to making a difference.

Recurring donors help ensure we have sufficient funding for new and ongoing programs throughout the year. You can always cancel at anytime.

**Yes! Make it \$15 / monthly**

Keep it one time for now

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

# #GivingTuesday Kit

<http://mobilecause.me/gt>

Want more strategies for your #GivingTuesday campaign? Visit the “#GivingTuesday Kit” page in our Knowledge Center for your one stop shop for everything #GT!



# QUESTIONS & ANSWERS

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# THANK YOU FOR JOINING OUR CLASS TODAY.

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



[training@mobilecause.com](mailto:training@mobilecause.com)



Customer Support Team // [support@mobilecause.com](mailto:support@mobilecause.com) // 888-661-8804 ext. 2