

9 Stats that Prove Why You Should Implement Recurring Giving

Boosting your nonprofit's recurring giving strategy means working smarter, not harder, to reach your goals.

Our team has compiled data from GiveSmart's comprehensive feature set to give nonprofit organizations an inside look into how and why recurring giving works for donors (and why it's something you should institute ASAP).



Recurring giving has grown in popularity as a donation feature, and year-over-year, it **continues to grow.**

\$71

Monthly donors give \$71 average per month

\$26.7M

\$26.7 million raised in recurring donations



Did you know?

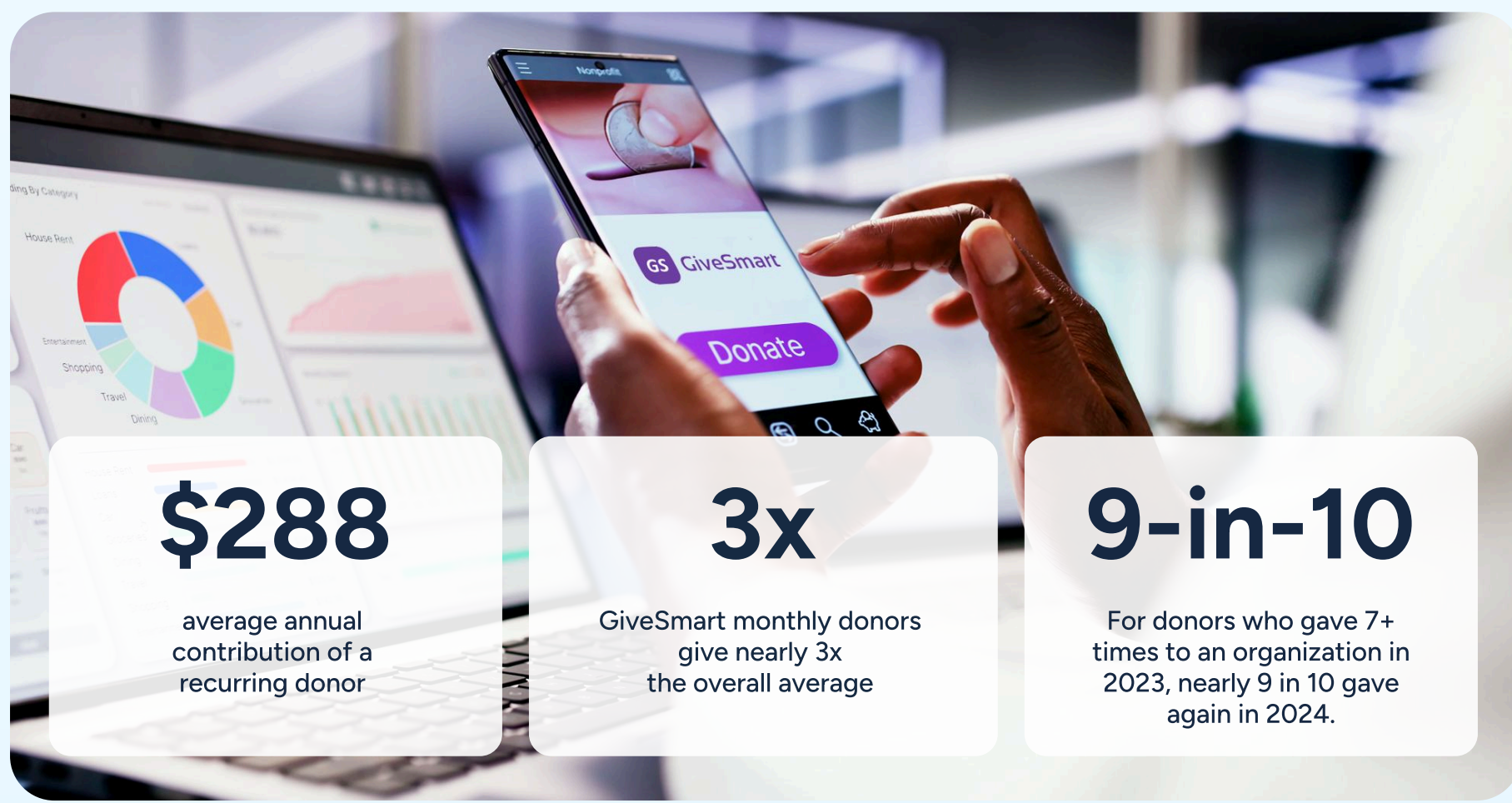
Including a recurring donation prompt increases the number of recurring donors by 43%.

Yet, only 37% of organizations use one! Give your website and event sites an update by adding a prompt.



Make it Easy!

Donors prefer diverse opportunities to contribute to organizations. Offering a mix of auctions, text-to-give, recurring giving, and peer-to-peer are all great ways to increase donor retention!



Consider the one-time donor who attends your once-a-year signature event. If event donors add a recurring contribution to their one-time event gift, it could double or even triple their annual impact, and their lifetime value is significantly higher.



Individuals spend nearly \$1,080 annually on subscription services

Suppose your supporters spend their money (monthly or annually) on subscriptions to streaming services, delivery services, monthly boxes, and more.

Why can't they add your organization to their growing subscription list?



Over 8 years

The average recurring donor continues their donation for over 8 years



1-in-10 Nonprofits

acknowledge a recurring donor after the second monthly gift

Stewardship strategy for recurring giving can look very different than your typical strategies. Be one of the organizations that continues their outreach month after month. Get creative and ensure that your donors see the impact of their ongoing donations.

Keeping a donor is less costly and time-intensive than finding a new one.

Implementing a recurring giving program is one of the easiest, most impactful changes you can make to drive sustainable revenue and mission impact.

By offering a simple, subscription-style way to support your mission, you'll tap into donor preferences — leading to higher lifetime values, increased unrestricted income, and improved retention rates.



GiveSmart is a mobile bidding, fundraising, event management, and donor management software. Our mission is to help nonprofits, schools, foundations, and associations reach their fundraising goals while creating an engaging, exciting, and easy giving experience for their donors. All. Year. Round. GiveSmart has helped our partners raise over \$11 billion.

To speak directly with a fundraising expert about GiveSmart's comprehensive fundraising and auction features, visit givesmart.com/demo or call 800-667-8075.



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