

# Recurring Donors

## *A Winning Approach*

*Erica Waasdorp*  
*President, A Direct Solution*

# About Erica Waasdorp

- Philanthropoholic
- President of *A Direct Solution*
- Raised millions of monthly giving dollars for her clients
- Reader's Digest 'graduate'
- 30+ years of Direct Response experience
- 20+ years of Monthly Giving experience
- Author of *Monthly Giving. The Sleeping Giant*, paperback and e-book
- Working on her next book due out next year



# Question



Do you have a  
recurring donor program?

☐ Yes

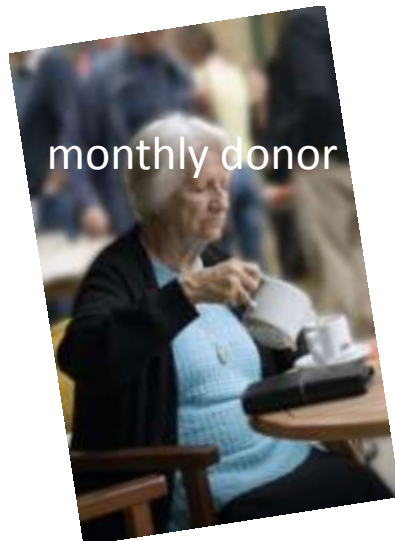
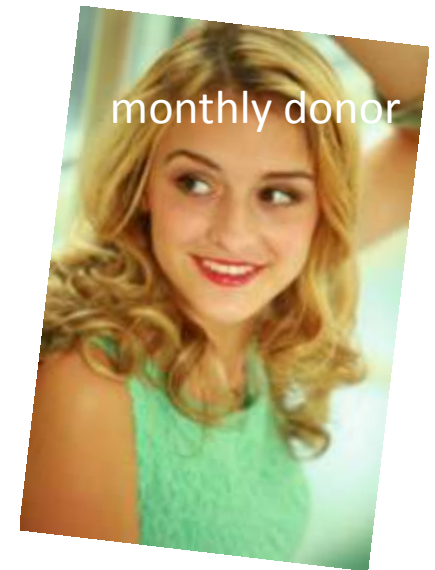
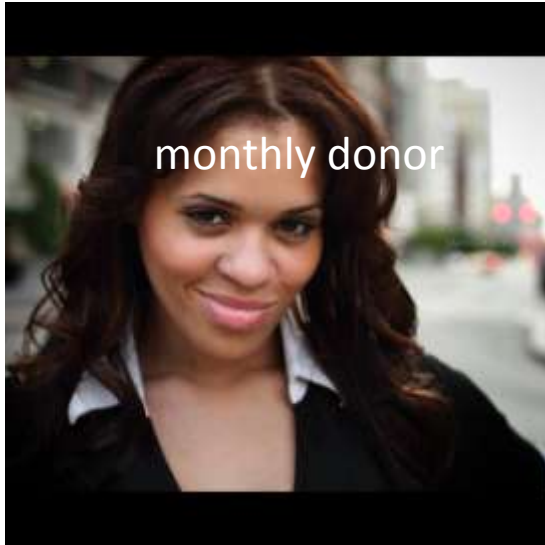
☐ No

☐ No, but I'm thinking about it



WWWHOWS

# Who?



21% of Baby Boomers  
(age 49 – 67 years old)  
gives Monthly!



Source: Blackbaud

# You'll involve younger donors!



Source: Network for Good, Recurring Giving, Spring 2014

# What?

- Small
- Committed
- Automatic
- Provide regular income





# Where?



# Why?



Source: Bloomerang, 2013 AFP Fundraising Effectiveness Study

# Retention Rates Rock!!

Median Retention Rates in 2012 by Gift Type and Loyalty	Donors Giving Only Single Gifts	Donors Giving Both Single and Recurring Gifts
2 Years Consecutive	51%	86%
3 & 4 Years Consecutive	65%	90%
5+ Years Consecutive	79%	95%

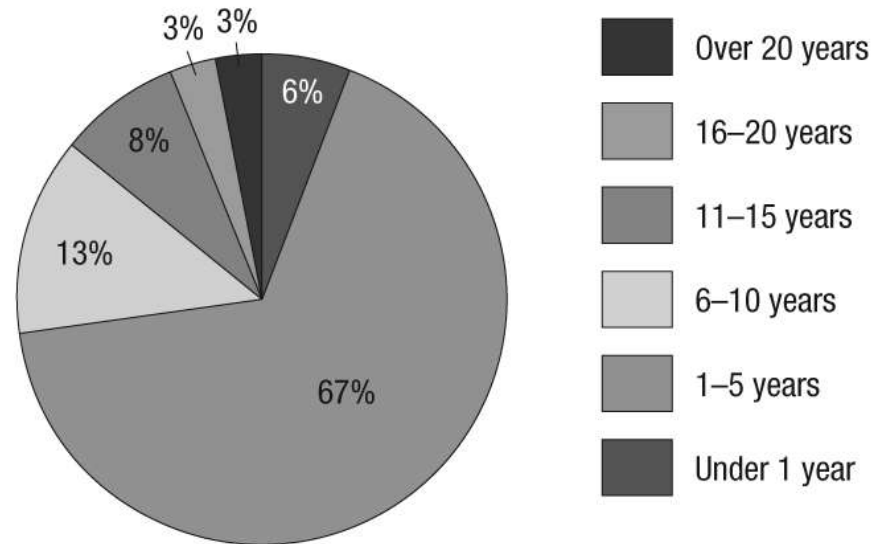
Source: *donorCentrics*™ Collaborative Benchmarking  
US Recurring (Sustainer) Giving

# Your donors will give a lot more...

	<b>Current Gifts</b>	<b>Monthly Gifts (annual)</b>	<b>First year Cume</b>
100	\$35	\$0	\$3,500
100	\$35	\$120	<b>\$15,500</b>

# They're truly Long-Term!

*What is the average length of time donors stay on your recurring giving program?*



(Special Report: Trends in Recurring Giving, Sage Software)

# Best Practice



- ✓ Commit
- ✓ Join your own program
- ✓ Join Other Monthly Giving Programs

# One person must OWN the program



# You can start with a small staff and limited resources





# Start Online !



Source: 2014 M+R Strategic Benchmarks (2013 data)

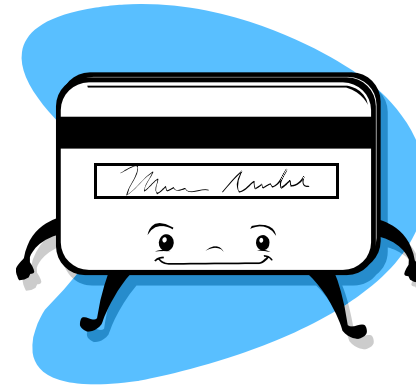
# Best Practice



- ✓ Work with your Credit Card Merchant
- ✓ Work with your donor base vendor partner

# Payment Types

- Electronic Funds Transfer (EFT / ACH)
- Credit card/debit card
- Offer both!



# In-house or Outsourced

**EFT:** needs tech specialist in-house or outsource

**Credit card/debit card:** needs merchant for web or outsource

Ask your donor base partner!



*Time is money*

# Add PayPal or Other Options



Greater Giving  
Authorize.net  
Virtual Merchant

Easy, minimum  
amount

Frequency

Network for Good

Welcome to Network for Good. [Sign in](#) to access your profile. New? [Start here.](#)  
[help](#) | [view cart](#) | [login](#)

**Nonprofits**  
log in here

HOME DONATE VOLUNTEER CRISIS RELIEF MY ACCOUNT Short Cuts

**DONATE**  
Add to Giving Cart

I want to contribute:  
> \$  .00 USD to  
(\$10 USD minimum)

**Champlain Housing Trust, Inc.**  
88 King Street  
Burlington, VT  
05401  
[View Full Report](#) on this organization

Donation Preferences

☒ This is a one time donation  
☐ I would like to make this a recurring donation deducted  the easy way to give steady support

Please share with this charity:

☒ My full contact information  
☐ My name and email address only  
☐ None of my personal information (anonymous)

Designation (Optional)  
To designate your donation for a specific fund or purpose, please enter a description of how you'd like your donation to be used.

Dedication or Gift (Optional)  
To make a donation on behalf of or in memory of another person, please enter the person's name. You will have a chance to send an [eCard](#) to this person at the end of making a donation.

[ADD TO GIVING CART](#)

Questions?  
[Frequently asked questions](#) about the Network for Good donation process.

Privacy and Security  
Your donation is safe and secure.

VERIFIED BY  
**GeoTrust**  
Network For...  
CLICK 19.06.14 21:10 UTC  
[Read more about Privacy Security](#)

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Additional support provided by our [Partners](#) and [Sponsors](#)

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[about us](#) | [press](#) | [contact us](#) | [privacy policy](#) | [e-mail updates](#)

Network for Good is a  
**BBB**  
ACCREDITED  
[find out more](#)

Secure

# Add Other Options



**Billing Information** ☒ Same as my personal information

**What type of donation are you making?**

☒ Donation ☐ Events

**Donation Amount**

☐ \$500.00 ☐ \$250.00 ☐ \$100.00 ☐ \$50.00  
☐ \$25.00 ☐ Other: \$

Please direct my donation to:

Unrestricted ▼

This donation will be used at CNF deems appropriate. This is the most useful donation to CNF as it allows flexibility with our donations.

How often do you want to make this donation?

One Time ▼



**Make a donation**

Amount

☐ \$1.00

☐ \$5.00

☐ \$25

☒ \$75

Donation Schedule

☒ One Time

Designate a fund (if you wish)

☒ Unrestricted

Is this gift in honor of or in memory of someone?

☒ No

☐ Yes

# Absolutely NO end date EVER!

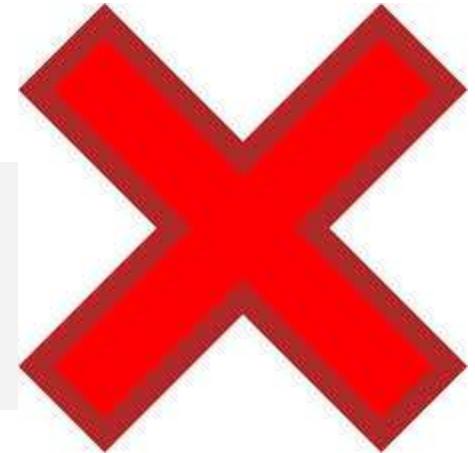


Amount of donation: \$

Start Date MM  YYYY

End Date MM  YYYY

This charge will occur on the first business day on or after the 15th of each month.






Helping St. Jude is easy.

Donation Amount

☒ \$25 ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500 ☐ Other

☒ Make this my monthly donation.  
We will automatically receive your gift each month.

Payment Method

☒  ☐ Check

\* Card number:

\* CVV:

Expiration date: 05 2014

Contact Us  
Español  
Donate by Mail  
Donate by Phone: 800-805-5856

This webpage wants to run the following add-on: 'Apple' from 'Apple Inc.'. [What's the risk?](#)

Automatic Check Option

Donor must fill out form and send in, Signature required for EFT

# Best Practice



- ✓ Organize Recognition before you start
- ✓ Give Program a Name

# Have everything ready to go!



- Thank you letter
- Thank you email
- Certificate
- Back-end premium
- Special recognition
- Tax letter
- Regular updates
- Promises



Thank you for joining  
Send with personal letter  
via snail mail

No need for monthly  
thank you's

Send tax receipt in  
January

# Make your own email thank you!



## You sent an automatic payment

Transaction ID: [8PF72170HU616625P](#)

Hello e waasdorp,

You sent an automatic payment to Marstons Mills Public Library, Inc.. Here are the details:

Amount: \$5.00 USD

To: Marstons Mills Public Library, Inc.

For:

Customer service URL: <http://www.mmpl.org>

Customer service email: [smartin@mmpl.org](mailto:smartin@mmpl.org)

Customer service phone: 508-428-5175

## Automatic payment details

From: American Red Cross, Gail McGovern [redcross\_email@redcross.org]  
Sent: Monday, January 27, 2014 4:03 PM  
To: owaasdrp@comcast.net  
Subject: Powered by you

Having trouble viewing this message? [Click Here](#)



## You powered our response

Dear erica,

**Arms open and full** is more than just an expression, it's the difference between going through an emergency alone and finding a comforting shoulder to lean on during that difficult time.

In 2013, we responded to emergencies big and small: a family left to pick up the pieces after losing their home to a fire ... a military family trying to cope with a loved one's deployment ... a patient in need of a lifesaving blood transfusion. And we couldn't have done it without you.



[Watch Now >](#)

It's the response YOU made possible through your generous monthly support.

For your steady support, we want to say thank you. While words alone are not enough to show our gratitude, I hope this video will provide a glimpse of what your support meant to those in need.

Month-by-month, you powered us to fulfill our mission: preventing and alleviating suffering in the

Demonstrate  
gift impact

Thank you





## Monthly Giving Program



### Help us keep the promise to New York City's children.

The Children's Aid Society helps children in poverty succeed and thrive. Your monthly gift, no matter the size, makes you a part of the solution. The Children's Aid Monthly Giving Program is an easy and flexible way to help New York City's children and families by spreading your gift over a period of time. You can make a difference for New York children and families.

#### How it works

For tax purposes, you will receive one gift acknowledgment each January reflecting all your donations from the previous year. Your credit card bill will also serve as a monthly record of your contributions.

You can change or stop your contributions at any time. Just notify [Children's Aid](#) in writing at least 10 business days before your next scheduled transfer. Transfers are processed on the last business day of the month. For every \$1 donated, 91 cents goes directly to helping New York City's children and families.

**[Enter the Monthly Giving Program Now!](#)** Other giving plans can be accommodated. To set up your own schedule, or for more information about our Monthly Giving Program, contact [Diane Pittman](#), Annual Giving Association.

Share  
options

What donor can  
expect

# Best Practice



- ✓ Put Monthly Giving
- ✓ Front and Center



# Make it easy to find...

The screenshot shows the Habitat for Humanity website. The navigation bar includes links for 'Get Involved', 'About Us', 'Where We Build', 'Support Habitat', 'Habitat for Humanity Stores', and 'Stories & Multimedia'. The 'Support Habitat' menu is open, showing options: 'Donate Now', 'Monthly Giving', 'Honor & Memorial Donations', 'Workplace Giving & Matching Gifts', 'Partnerships', 'Planned Giving', 'Donate Materials', and 'Vehicle Donations'. A blue arrow points to this menu with the text 'In pull down menu'. On the left, a banner for the 'Jimmy & Rosalynn CARTER WORK PROJECT DALLAS - FORT WORTH 2014' features a 'Start Now' button. Below the banner, text reads: 'Start your personal fundraising page today for your chance to win a trip to help build a Habitat home in Dallas-Ft. Worth.' On the right, the text 'Habitat's vision: a world where everyone has a decent place to live.' is displayed above four buttons: 'Donate Now' (red), 'Learn More', 'Volunteer', and 'Advocate'. A blue arrow points to the 'Donate Now' button with the text 'From donate button'. Below this, a section titled 'Featured way to get involved:' includes a link to 'Habitat AmeriCorps' and a description: 'Live and serve with our local affiliates throughout the U.S. and help build affordable housing for families in need.'

# Integrate in donation page

**Habitat for Humanity**

Help build houses and hope

**A Sound Investment in a Family's Future**

Did you know that your gift does much more than help families escape from unsafe, unhealthy living conditions?

You're helping families to break the cycle of poverty and build long-term financial security. Habitat's affordable, no-profit house payments free up money for food, child care, medicine and other necessities. And research has shown that decent housing improves health, increases children's educational achievement and strengthens community ties.

Thanks to your support, Habitat is transforming the lives of more than 3 million people around the world!

**More Ways to Donate**

- [Monthly gift](#)
- [Gift by mail](#)
- [Planned gifts](#)
- [Employer matching](#)
- [Even more ways](#)

**Quick Gift Guide**

Your gift could help buy:

- \$10 = Box of Nails
- \$35 = Roof Shingles
- \$50 = Low Flow Toilet
- \$75 = Window
- \$100 = Kitchen Sink
- \$150 = Front Door
- \$500 = Siding
- \$1000 = Wallboard
- \$2000 = Flooring

**Rest Assured**

Our donation system's [security](#)

**Yes, I want to make a monthly gift of:**

Amount: (U.S. Dollars) \* ☐ \$10 ☒ \$20 ☐ \$30 ☐ \$50 ☐ Other

Monthly giving is a great way to help those in need. You make a big impact over time through small gifts, and Habitat has dependable funding while saving time and resources on future renewals and appeals.

**I want to make a single gift of:**

Amount: (U.S. Dollars) \* ☐ \$10 ☐ \$25 ☐ \$50 ☐ \$100 ☐ \$200 ☐ Other

**Address Information**

First Name:

Last Name:

☐ Click if making a corporate contribution.

Address 1:

Address 2:

City:

State:

Specific  
amounts

# Local Library

Monthly Before  
One time donation

We accept donations year-round to our Annual Appeal, and we also accept memorial contributions. For memorial donations of \$20 or more, the librarians will place a bookplate honoring the deceased in a new book on behalf of the donor. In addition, you can make an appointment with the director to discuss Planned Giving options.

Your donations are tax-exempt; our ID number is 042-460444.



## Cash or Checks:

You can drop by the Library with your cash or check donation, or you can mail checks made out to:

### Marstons Mills Public Library

2160 Main Street, P.O. Box 9  
Marstons Mills, MA 02648

## Automatic Monthly Subscriptions:

You can ensure that the Marstons Mills Public Library remains a vibrant and stable resource by becoming a Subscriber. Subscribers donate a fixed amount monthly - anywhere from \$10 to \$100 per month. Just click on the 'Subscribe' button and use the drop-down arrow to choose the amount of your monthly donation.

Payment can be made either through Paypal or with a credit card.

Payment Options

Option 1 : \$10.00 USD - monthly ▼

[Subscribe](#)



## Online Single Donations:

Marstons Mills Public Library has a PayPal account that allows us to accept credit card donations securely online.

[Donate](#)





✓ Continue to drive to web

# Best practice



- ✓ Ask Low
- ✓ Get High Response
- ✓ Upgrade later

# Calculate Monthly Ask Amount

1 / 3

## Give monthly to end the preventable deaths of children

Every day, children die needlessly from preventable causes—and they don't have to. UNICEF takes proven, low-cost methods that save children's lives and makes them available regardless of income, ethnicity or location.

By making a **tax-deductible monthly donation** of \$5, \$10, \$15 or any amount to the U.S. Fund for UNICEF today, you can provide children with:

- ▶ Lifesaving vaccines and insecticide-treated bed nets
- ▶ Emergency relief following natural disasters
- ▶ Educational opportunities and School-in-a-box kits
- ▶ And much more



### 1. Donation Information

Salutation:  First Name:  Middle Name:  Last Name:

☐ Add a Spouse / Partner to your donation

☐ Make this a company gift

Address:  Address Line 2:

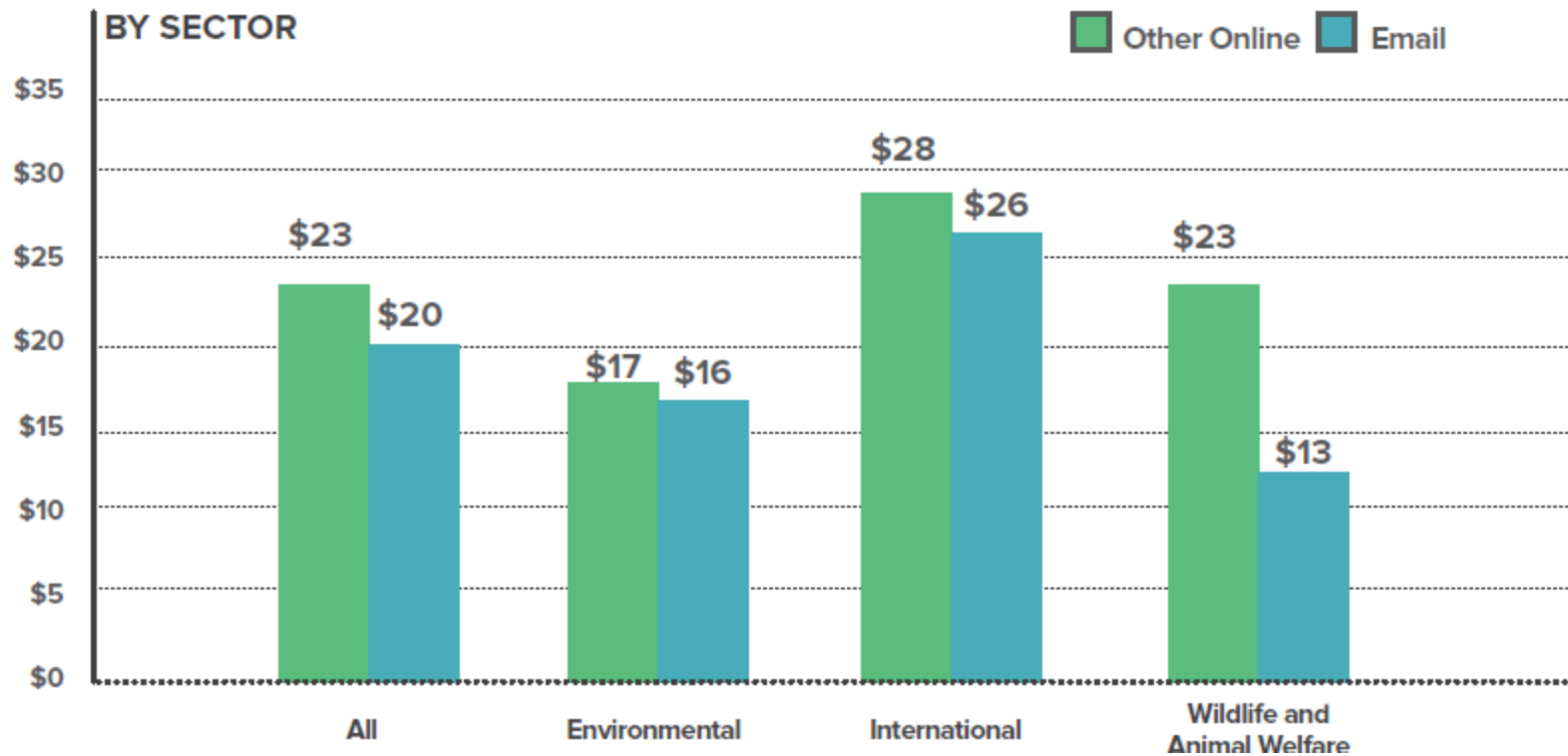
City:  State/Province:  ZIP/Postal Code:  Country:

E-mail address:  Phone Number:

Lowest amount \$5...



# AVERAGE MONTHLY GIFT SIZE: EMAIL VS. OTHER ONLINE



Source: 2014 M+R Strategic Benchmarks



# When can you ask?



  
**SCORE  
EARLY  
AND  
SCORE  
OFTEN**

# Thank you and welcome information from Food For The Poor

[View on the Web](#) | [Forward to a Friend](#)

 **FOOD FOR THE POOR**  
Saving Lives... Transforming Communities... Renewing Hope



Forward  
to a Friend

Impact of gift

Dear personalized,

Thank you so much for your recent gift. We appreciate your kindness, compassion and desire to help those in need. Your help is vital to countless families in the Caribbean and Latin America who rely on your support for their daily bread.

At this time we would ask that you consider joining a monthly giving club.

Our community of monthly givers ensure that the poorest of the poor are taken care of today, and into the future. It is also the most convenient way for you to support the poor on an ongoing basis.



Without donors like you, we could not combat poverty and feed millions every day.

Monthly front  
and center

Food For The Poor also offers other ways that you can show your love for the poor:

- [Employee Match -- Matching Gifts](#)
- [Gift Catalog -- Gifts That Will Change a Life](#)
- [Champions for the Poor -- Personal Fundraising Program](#)

If you would prefer not to receive email from us, you may [click here](#). If you would like to receive our prayer of the week [click here](#).

Ask for  
preferences

By giving of your earthly treasure to the poor every month, the compassionate treasure in your heart is sure to grow.

From: American Red Cross, Gail McGovern [redcross-email@redcross.org]  
Sent: Thursday, January 30, 2014 9:19 AM  
To: adirectsolution@comcast.net  
Subject: Become a Red Cross Champion

Having trouble viewing this message? [Click Here.](#)



## The Champion in you

Dear Erica,



*"Regardless of where you are in your life, you just don't know what is going to happen or who is going to be there to help you." – Margie Newton*

In the coming months, someone in your community will need help and wonder who is going to be there for them.

As a Red Cross Champion your answer can be: me.

Red Cross Champions are a group of dedicated monthly donors whose automatic monthly gifts empower the Red Cross to be there before, during and after an emergency strikes. From responding to natural disasters to reconnecting a military family – Champions make our work possible.

**Become a Red Cross Champion today and you'll receive a special edition Red Cross pin as a token of our thanks.** We set a goal of getting 1,000 Champions to join by February 10 so that we're ready for what's to come this year. Why 1,000? The Red Cross responds to over 1,000 emergencies across the country every week. Having the sustained support of 1,000 individuals like you helps provide on-going relief when and where it's needed.

The best way to respond to an emergency is to be prepared – and that's where our Red Cross Champions come in.

From the staffer who laces up their boots as soon as they hear a report of a home fire come over their radio in the middle of the night, to the volunteer making sure that lifesaving blood is available to hospitals all over the country, your monthly support helps ensure that the relief is constant.

From the day you donate, your monthly gift will help prevent and alleviate the suffering of those in need.

**Please don't wait – become a Red Cross Champion by making a monthly donation today of just \$10 or more.** Join by February 10 and we'll send you a special edition Red Cross

Name prominently displayed

Click through to landing page

Urgency

Back end Premium: pin

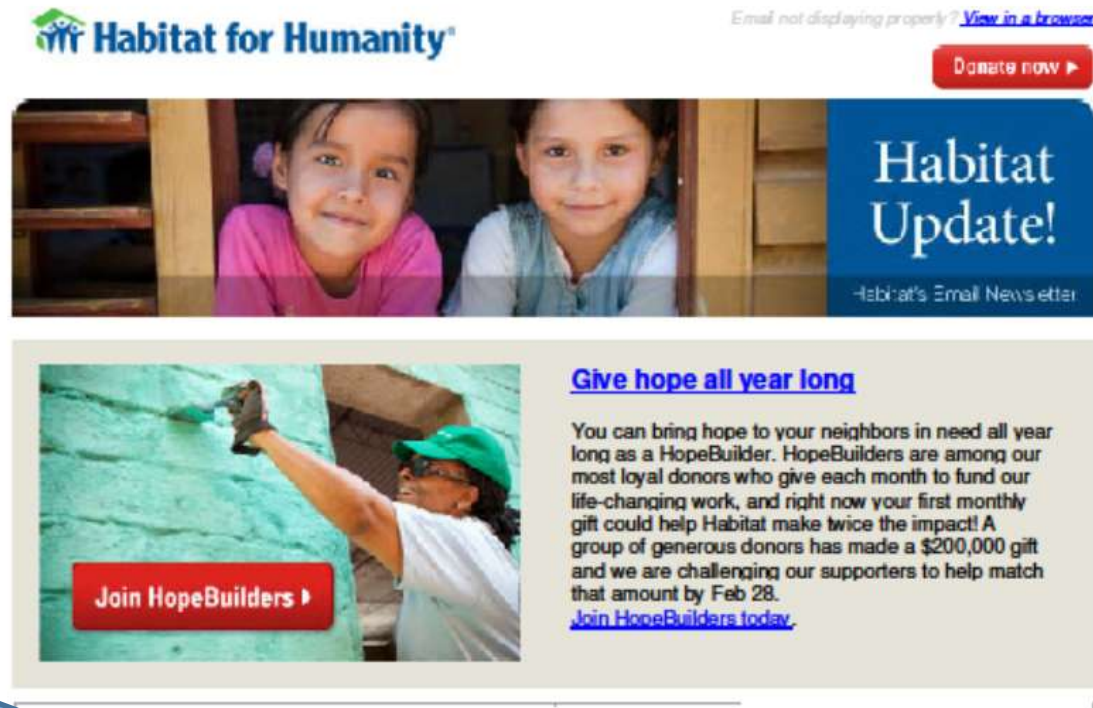
# Typical fundraising rules apply!



✓ Challenge and Deadline Work



# ASK with Challenge




## A Direct Solution


**From:** Jonathan Rockford, Habitat for Humanity International [habitat\_info@habitat.org]  
**Sent:** Friday, February 28, 2014 9:01 AM  
**To:** owaasdorp@comcast.net  
**Subject:** Will you help us reach 600, Erica?


Goal

Give hope all year long. [Join HopeBuilders.](#)  
Trouble with links or images? Want to share this email? [View this message online, click here.](#)

 **Habitat for Humanity**

**Build hope**  
all year long



 **LAST CHANCE!**  
**67 more HopeBuilders still needed by Feb. 28**

Join online now or **call 1-800-HABITAT (422-4828)**  
8 AM – 6 PM EST Monday – Friday

Dear Erica,

**We must meet our goal of 600 new HopeBuilders — and we have just 67 more to go!** This is your last chance to [join our most loyal supporters and help us reach this critical goal before the deadline AND have your gift go twice as far!](#) **You belong in this group, Erica!**

As a monthly supporter, every dollar can make a big impact, and your support really adds up to help families in need of decent homes. Just take a look:

- [\\$10 can buy building supplies like nails](#)
- [\\$35 can pay for roof shingles](#)
- [\\$50 can provide a new window](#)
- [\\$100 can provide a kitchen sink](#)

As you can see, every single dollar can make a difference for a family in need. [Will you join HopeBuilders today?](#) I promise Habitat will use your gifts wisely where

Deadline

Specific amounts



Help build  
houses  
and hope

### Join HopeBuilders and support Habitat for Humanity with a monthly gift

HopeBuilders are the foundation of Habitat for Humanity's housing ministry. Through monthly donations, HopeBuilders provide Habitat with a consistent and reliable source of funding that allows us to plan ahead. When you join Habitat for Humanity's HopeBuilders, you will join a special group of people reaching out each month to provide affordable housing for families around the world. Together, we can eradicate poverty housing and help families build decent shelter and offer the hope of a better life.

Become a HopeBuilder today and enjoy:

- Hassle-free monthly donations
- Automatic donation from your credit card
- The knowledge that your donation is put to work immediately
- Annual giving summary for tax purposes
- The ability to change or suspend your donation at any time

Benefits



Video

#### Quick Gift Guide

Your gift could help buy:

- \$10 = Box of Nails
- \$35 = Roof Shingles
- \$50 = Low Flow Toilet
- \$75 = Window
- \$100 = Kitchen Sink
- \$150 = Front Door
- \$500 = Siding
- \$1000 = Wallboard

Specific  
amounts

#### Monthly Donation Amount

Amount: (U.S. Dollars)\$:

\* Indicates required field

#### Address Information

First Name: \*

Last Name: \*

☐ Click if making a corporate contribution.

Address 1: \*

Address 2:

City: \*

State: \*

Zip Code: \*

Country: \*

Phone Number:

Email Address: \*



October 29, 2014

# Question



Why do you think monthly donations stop?

- ☐ Credit card expires
- ☐ Donor passed away
- ☐ Can't do financially
- ☐ Don't like organization anymore
- ☐ Other



# Best Practice



- ✓ Prevent Drop outs
- ✓ Bring them back as soon as possible!



American  
Red Cross

Status: PENDING

Good word..

Dear erica,

Because of your generous monthly donations, the Red Cross has been able to respond to millions in critical need and better prepare communities for when emergencies strike. You're the people who step up in times of need – and stick around even after the latest emergency has faded from the headlines.

Clear reason

**We wanted to alert you that your automatic monthly giving has expired.** Without dedicated supporters like you, we won't be able to continue our lifesaving work. I hope you'll resolve once again to stand with us every step of the way. Monthly giving is easy, automatic and secure. Please renew your crucial monthly support today:

<http://american.redcross.org/RenewToday>

Image, clear link  
to renewal page



October 29, 2014

# Account Updater/Recycling

## Outdated cards

### Answer: Automatic Account Updating

Automatic account updating ensures that you have the correct card information. In doing so, it helps you reduce billing breakage while optimizing cardholder retention and customer lifetime value. Your processor may be able to do this on your behalf automatically.

## Declined cards

### Answer: Authorization Recycling

A fully managed authorization recycling solution can allow you to retry previously failed attempts in a data-driven and efficient manner. Doing so can help you increase approval rates and shorten time to approval. It can also help lower the risk of account and/or service cancellations.

# Best Practice



- ✓ Use what you have
- ✓ Expand to Other Media

Add Direct mail.  
It still works!

10 YEARS AGO



NOW



poofytootumblr.com

# Use Donor Testimonials

“I am a widow on a fixed income but being a monthly sponsor helps people that have less. You do good work for the less fortunate.” —Jean, NJ



# Add brochure

Gift or No gift for joining

★ Sign up now and become a Charter Member of "Operation Lasting Support"

★ For a minimum of \$10 per month, you can provide ongoing support to ensure that our nation's most severely injured Veterans and their families are provided with the specially adapted homes they need.

★ Our Veterans have sacrificed beyond measure to ensure our freedom; for the price of **one cup of coffee every week, or just one takeout lunch per month**, you can help Homes for Our Troops Build Homes and Rebuild Lives.

★ Double Your Donation! Check with your employer to see if they match employee charitable contributions.

★ Benefits of being a Charter Member of "Operation Lasting Support":

- Convenience of automatic monthly deduction
- Special updates with info on how your donation is making a difference
- Special Invitation to HFOT events including Groundbreakings, Volunteer Days and Key Ceremonies
- Tax deductible donations\*

\*donations may not be 100 percent tax-deductible if goods or services are received

## OPERATION LASTING SUPPORT Enrollment Form

☐ **YES, I want to join OPERATION LASTING SUPPORT** to help HFOT provide severely injured Veterans and their families with specially adapted homes they need. Please deduct on this day of the month: ☐ 1<sup>st</sup> ☐ 15<sup>th</sup>

*For a limited time only – when you join OLS, you will receive the following gift as a special thank you:*

- ☐ No gift is necessary
- ☐ \$10\* – Notebook with Pen
- ☐ \$15 – Drawstring Camo Bag
- ☐ \$25 – T-Shirt size \_\_\_\_\_
- ☐ \$50 – Hooded Sweatshirt size \_\_\_\_\_
- ☐ \$100 – Jacket size \_\_\_\_\_
- ☐ Other \$ \_\_\_\_\_

### It's easy to enroll...

Please fill out both sides of this form and mail to HFOT in the enclosed envelope.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

\* A minimum of \$10 per month is required to enroll in Operation Lasting Support.

Form continues on other side

Please deduct on this day of the month: ☐ 1<sup>st</sup> ☐ 15<sup>th</sup>

### ★ OPTION #1

#### Automatic Bank Transfer

I authorize my bank to transfer the amount I have indicated on the front of this form to HFOT each month. (Please enclose your first month's check so we can make the necessary arrangements with your bank).

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### ★ OPTION #2

#### Automatic Credit Card

I authorize HFOT to charge my credit card for the amount indicated on the front of this form each month.

☐ VISA ☐ M/C ☐ DISC ☐ AMEX

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

THANK YOU FOR YOUR SUPPORT!



Homes for Our Troops  
6 Main Street, Taunton, MA 02780  
866-7-TROOPS

[www.hfotusa.org](http://www.hfotusa.org)



Offer monthly giving  
as a solution  
to the donor's problem





# Example Script

## REQUEST FOR LESS or NO MAIL

I understand Mr(s)\_\_\_\_\_, I will take care of that for you. In fact if you join our Monthly Giving Circle, you can still help promote our mission and not have to worry about all the mail.

The Monthly Giving Circle consists of a special group of supporters, who make a small but meaningful monthly gift to help spread our message more effectively. Would you consider joining this Monthly Giving Circle today?

1. Call to thank

2. Ask to join recurring donor program.

3. You'll be glad you did!



# Should you stop appealing?

# NO

# Monthly Donors who give to other appeals

Real Live Example:

**57% of Monthly  
donors give to  
other appeals**

# Plan for Success!



# Annualize Results

Monthly Donors Source	# of monthly donors acquired	Average gift	Average Yearly Gift	First year Cume
E-1403	50	\$10	\$120	\$6,000
D-1410	120	\$10	\$120	\$14,400
Totals	170	\$10	\$120	\$20,400

# Download Monthly Donor Calculator

[www.adirectsolution.com](http://www.adirectsolution.com)

[bit.ly/T1dSdr](http://bit.ly/T1dSdr)

Projections	if 1% converts		if 5% converts		if 21% converts	
Annual revenue						
People Reached		5,000		5,000		5,000
Estimated "Yes"		1.0%		5.0%		21.0%
New Sustainers Yearly		50		250		1,050
Average pledge per Sustainer	\$	10.00	\$	10.00	\$	10.00
Average annual pledge	\$	120.00	\$	120.00	\$	120.00
Cost per Sustainer		\$100.00		\$20.00		\$4.76
Cost per piece		\$1.00		\$1.00		\$1.00
Total cost		\$5,000.00		\$5,000.00		\$5,000.00
Yearly Income Pledged		\$6,000.00		\$30,000.00		\$126,000.00
Net revenue generated after						
yr 1		\$1,000.00		\$25,000.00		\$121,000.00

“The beginning is perhaps  
more difficult than anything else,  
but keep heart,  
it will turn out all right.”



– Vincent van Gogh



# Resources

- Network for Good Guide on Recurring Giving

[bit.ly/1prks8d](http://bit.ly/1prks8d)

- Erica Waasdorp, Monthly Giving. The Sleeping Giant.

[amzn.to/1jFMRmU](http://amzn.to/1jFMRmU)

- Donate Now

<http://www1.networkforgood.org/for-nonprofits>

- PayPal for nonprofits

<http://bit.ly/1ns4ulc>



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