Growing Your Monthly Donors
Welcome!

My name is Sheena Greer.
I’ve been working in the sector for a decade.
I’m a writer, strategist, coach & midwife for good ideas.
What we’ll tackle today

Introduction
What is monthly giving and how can it help you with some of your biggest fundraising challenges.

Best Practices For Your Strategy
Some basics around converting, retaining and upgrading your monthly donors.

Your Monthly Giving Plan
Things to think about before you start and getting ready to rock your monthly giving plan.
What is Monthly Giving?

Donors commit to giving regular, automated amounts.

Helps your organization create lasting relationships with donors who care most about your cause.
Your Biggest Challenges

1. Ineffective Fundraising
2. Retention
3. Competition
4. Postage Rates
5. Cost of Acquisition
6. Public Scrutiny
7. Donor Base
Monthly Giving = Effective Fundraising

- Converts one-time donors.
- Monthly donors give longer.
- Monthly donors will upgrade.
- Integrates with other programs
- Planned Giving prospects.
Focused on Retaining Donors

- Keep the donors you have.
- Donors will stick around for longer.
- Less worry about “the other guys”
Predictable Income, Lower Costs

- Less solicitations/online solicitations.
- Lower administrative costs.
- Focus on long-term program goals.
Convenient, Transparent & Easy

Donors, young or old, want a simple way to get a bang for their buck!
Donor-Centric Fundraising

- Convenience
- Less solicitation
- Cost effective
- Donations add up
- Give to what you care about most
It Isn’t For Everyone…

Commitment  Complexity  Technology  The Ask
Your Monthly Giving Prospects

- Past Donors
- Recent Donors
- Online One-Time
- $5-$99 Donors
- Appreciated Donors
- Asked Donors
Who Is Currently Giving Monthly?

- Gen Y – 14%
- Gen X – 18%
- Boomers – 22%
- Civics – 28%
- Total – 20%
Who Is Currently Giving Online?

- Gen Y – 45%
- Gen X – 56%
- Boomers – 35%
- Civics – 31%
- Total – 41%
Some Other Interesting Facts...

Donors looking to make a major gift will check your website first.

Be sure monthly giving is a visible and viable giving option!
Some Other Interesting Facts...

When treated well, monthly donors make some of your best planned giving prospects.
Some Other Interesting Facts...

Look for monthly donors in unsuspected places...
Your Monthly Giving Plan

Charities of any size can have success with monthly giving.

Planning is the key.

Get your team on board before you start.
Common Misconceptions

No resources or authority

Not interested

Internal competition

Not enough money
Essential Questions

Is your mission appealing?
Essential Questions

Is your communication effective?
Your Call To Action

- Easy To Spot
- Persuasive Language
- Use Buttons
- Command Verbs
- One Per Message
- Direct Links
- Explain Benefits
Essential Questions

Do you have a strong back end system and someone to manage it?
Essential Questions

Do you invest in donor stewardship?
Determine Your Prospects

Start simple.
Determine Your Prospects

Segment.

Recency  Frequency  Amount
Determine Your Prospects

Test.
Determine Your Offer

What is your Unique Reason for Giving?
Determine Your Offer

- What’s the right amount?
- What will the donation buy?
What Else Do You Have To Offer?

- Premiums
- Designated Funds
- Payment Options
- Exclusivity
How Will You Offer It?

Direct mail, email and phone are a great mix.
Is Your Goal Realistic?
A Super Star Lead

1. Knowledge
2. Copywriting Skills
3. Donor Stewardship
4. Strong Communicator
5. Email Experience
6. E-Commerce
7. Data Skills
8. Team Player
What Is Your Brand?

- Make it stand out
- Consider naming it
- Set it apart visually

- Urgent language
- Gratitude for monthly donors
- Simplicity
Best Practices

Starts with a three-pronged approach:
- converting
- retaining
- upgrading
Converting: Hone Your Ask

who
when
how
When And How To Ask

Depends largely on your organization’s giving cycles and tools.
Retaining Donors

- Identification
- Cultivation
- Solicitation
- Stewardship
Show Some Donor Love!

Acknowledge Gift
Thank Donor
Show Impact
Keep Track Of Your Data

Keep track of payment info, milestones, key dates, etc.
Donors Will Upgrade When...

- They believe in your mission
- They see the impact of their gift
- They trust the relationship
- They were asked
Let’s Recap...
Monthly giving is an incredibly powerful tool you can use to engage donors who have already been giving to your organization.
A good team, a great mission, and a powerful back-end system will help make your monthly giving program successful.
Showing your donors some love is the best practice of all, regardless of what kind of fundraising you’re doing!
Thank you!

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