

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

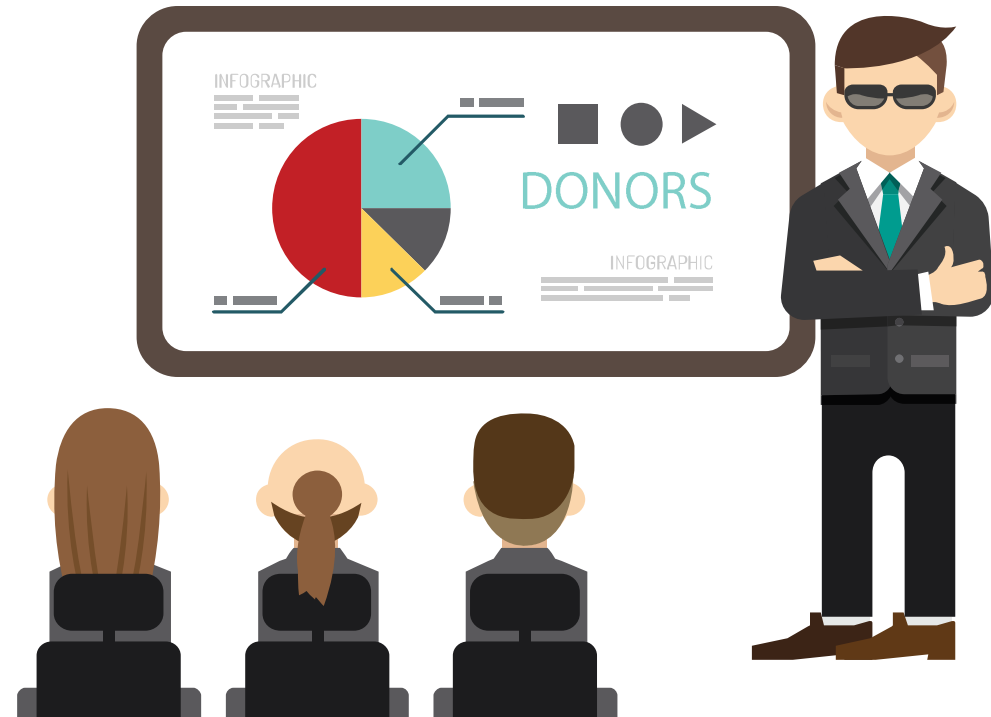
Things to think about before you start and getting ready to rock your monthly giving plan.



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

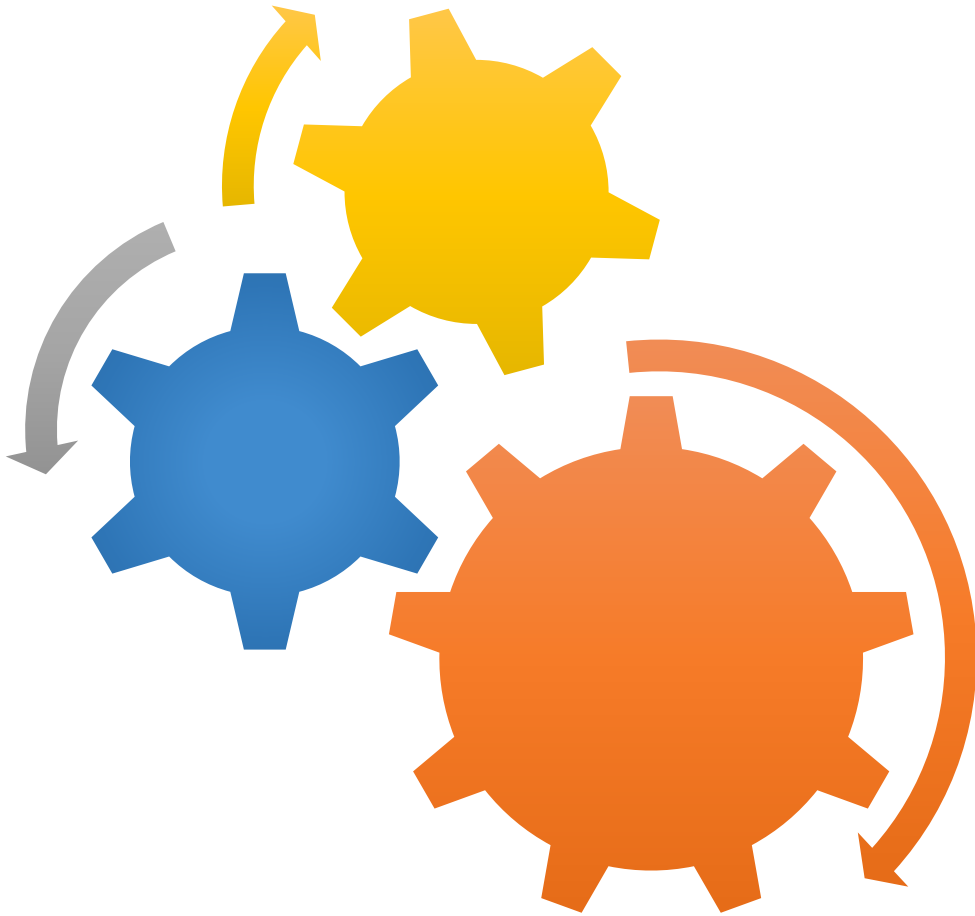
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Public
Scrutiny

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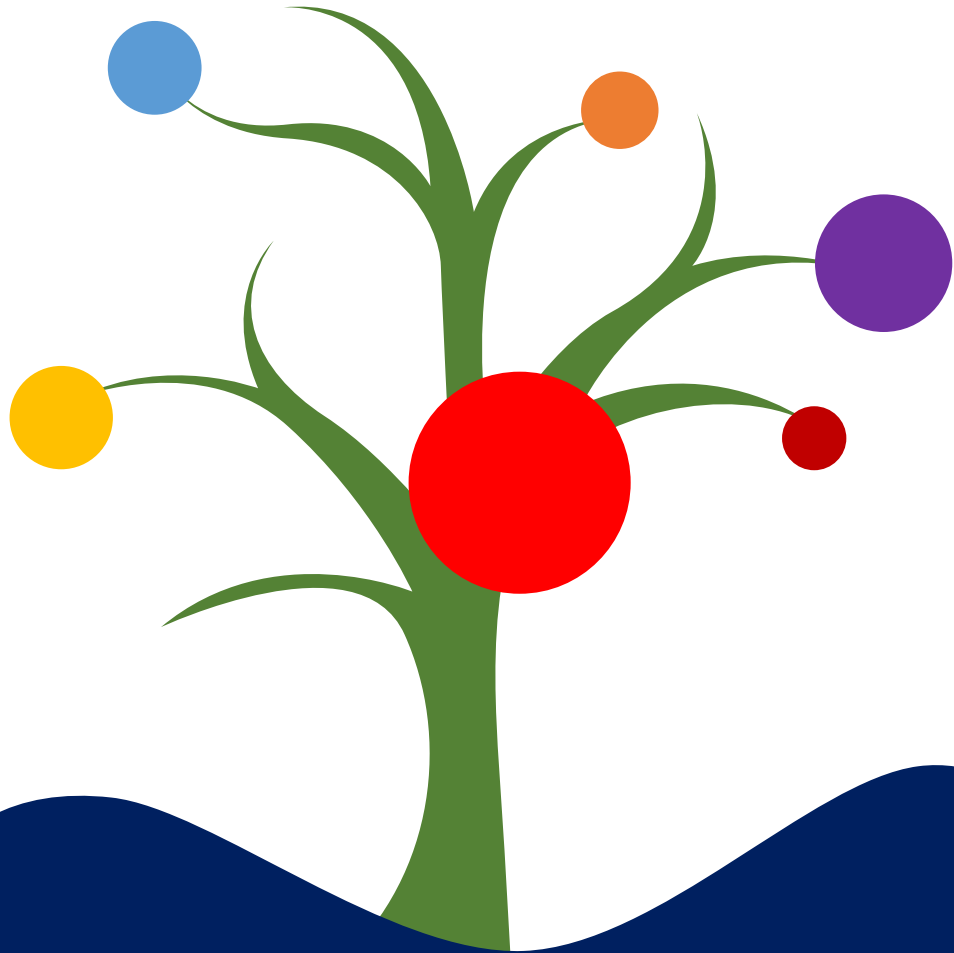
Donor Base

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



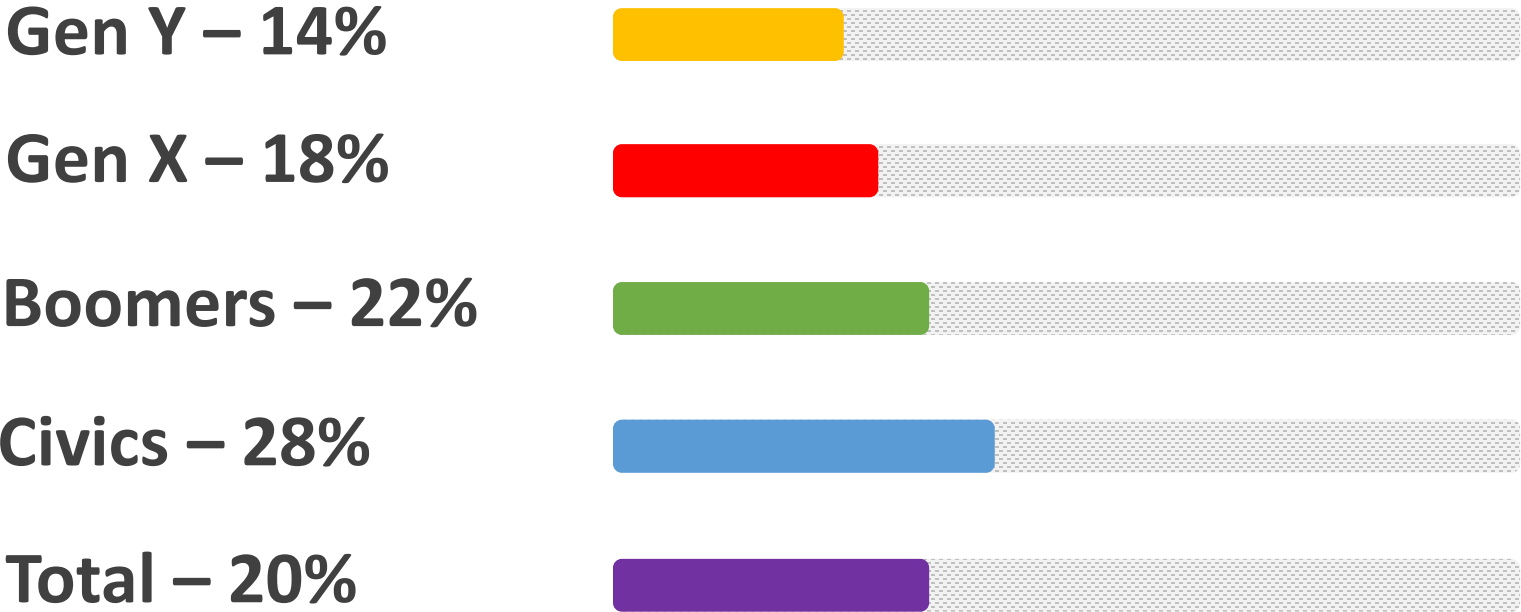
The Ask

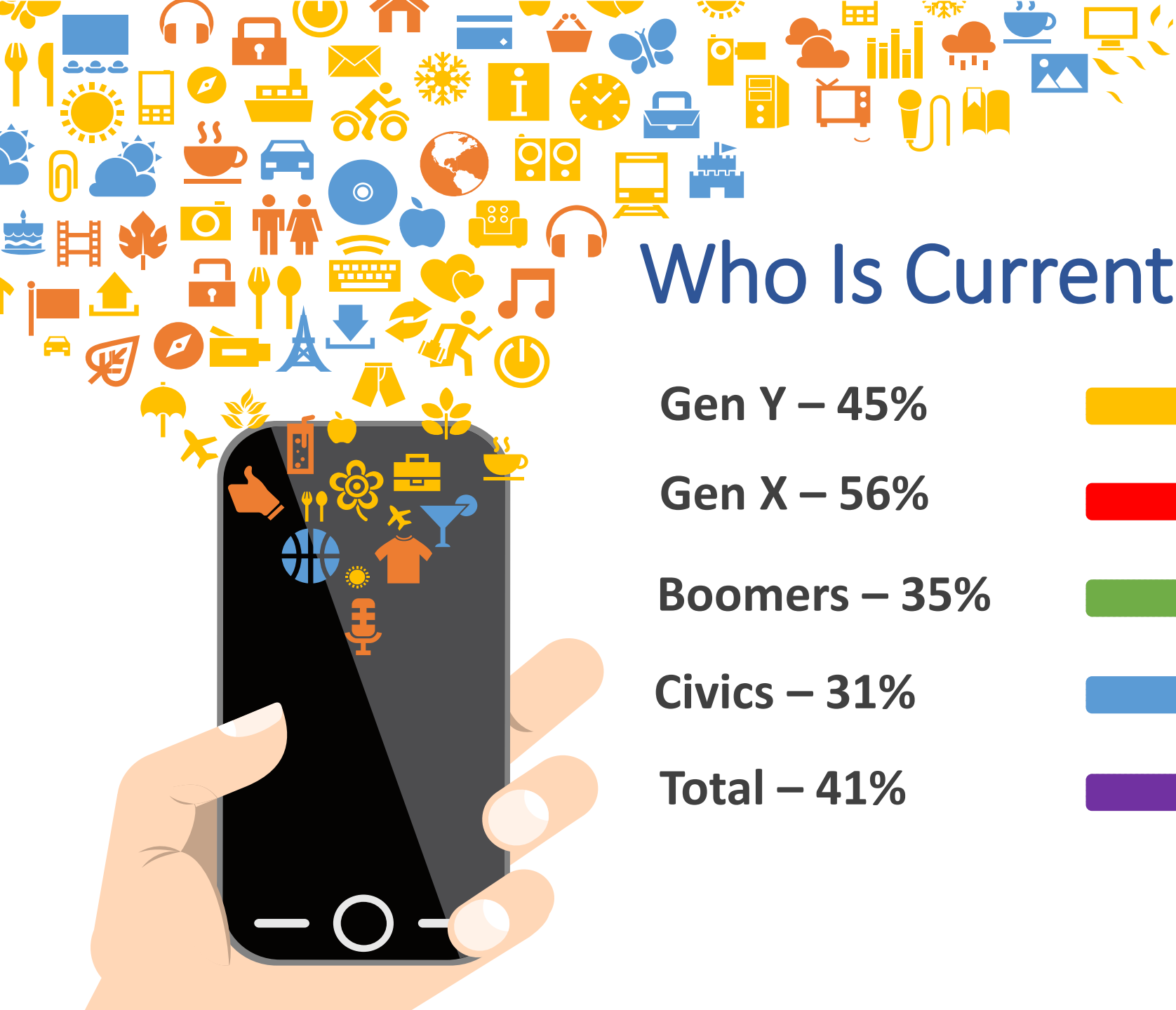
Your Monthly Giving Prospects

- Past Donors
- Recent Donors
- Online One-Time
- \$5-\$99 Donors
- Appreciated Donors
- Asked Donors



Who Is Currently Giving Monthly?





Who Is Currently Giving Online?

Gen Y – 45%



Gen X – 56%



Boomers – 35%



Civics – 31%



Total – 41%



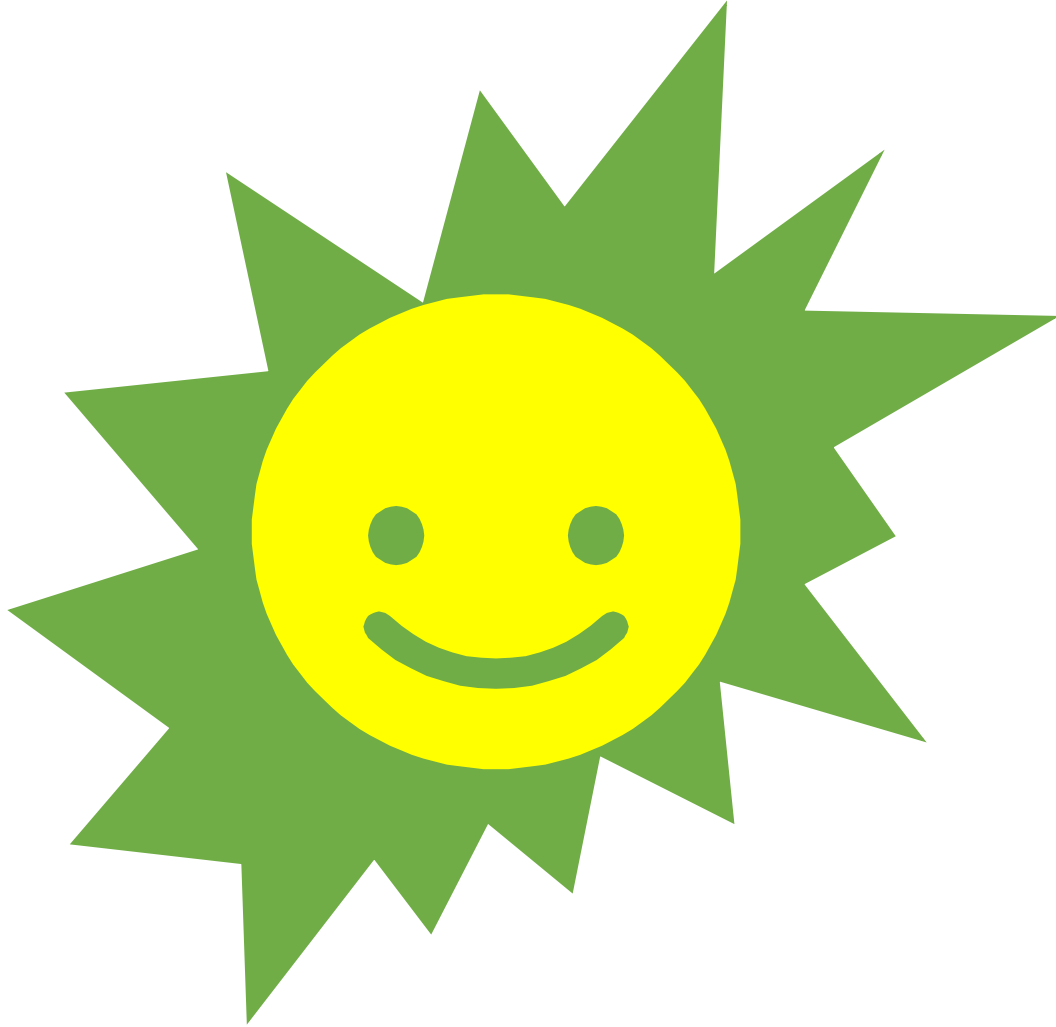
Some Other Interesting Facts...

9/10

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

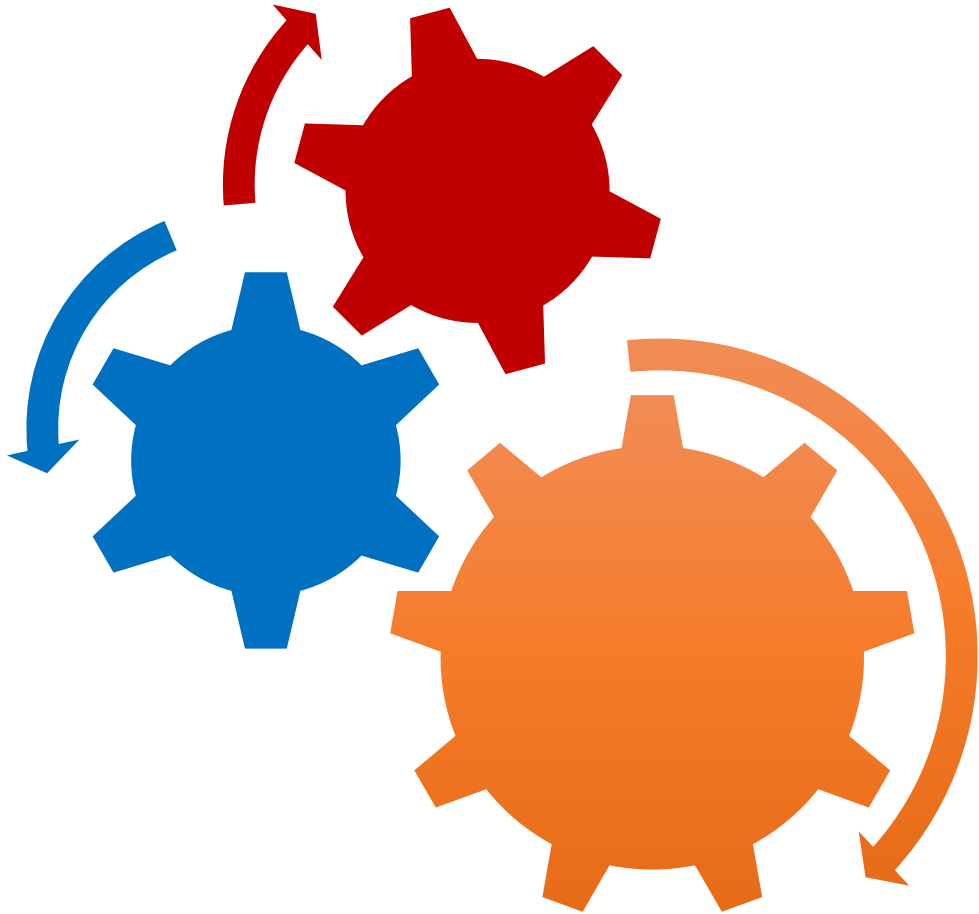


Direct
Links



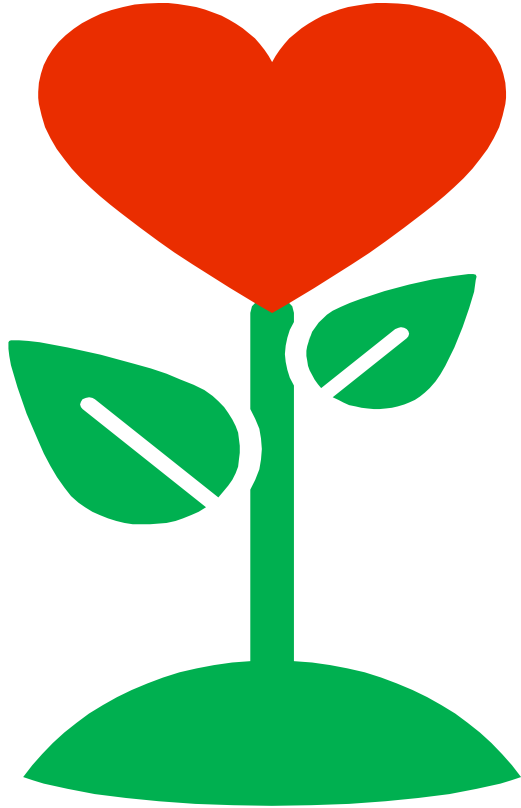
Explain
Benefits

Essential Questions



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

Essential Questions



Do you invest
in donor
stewardship?

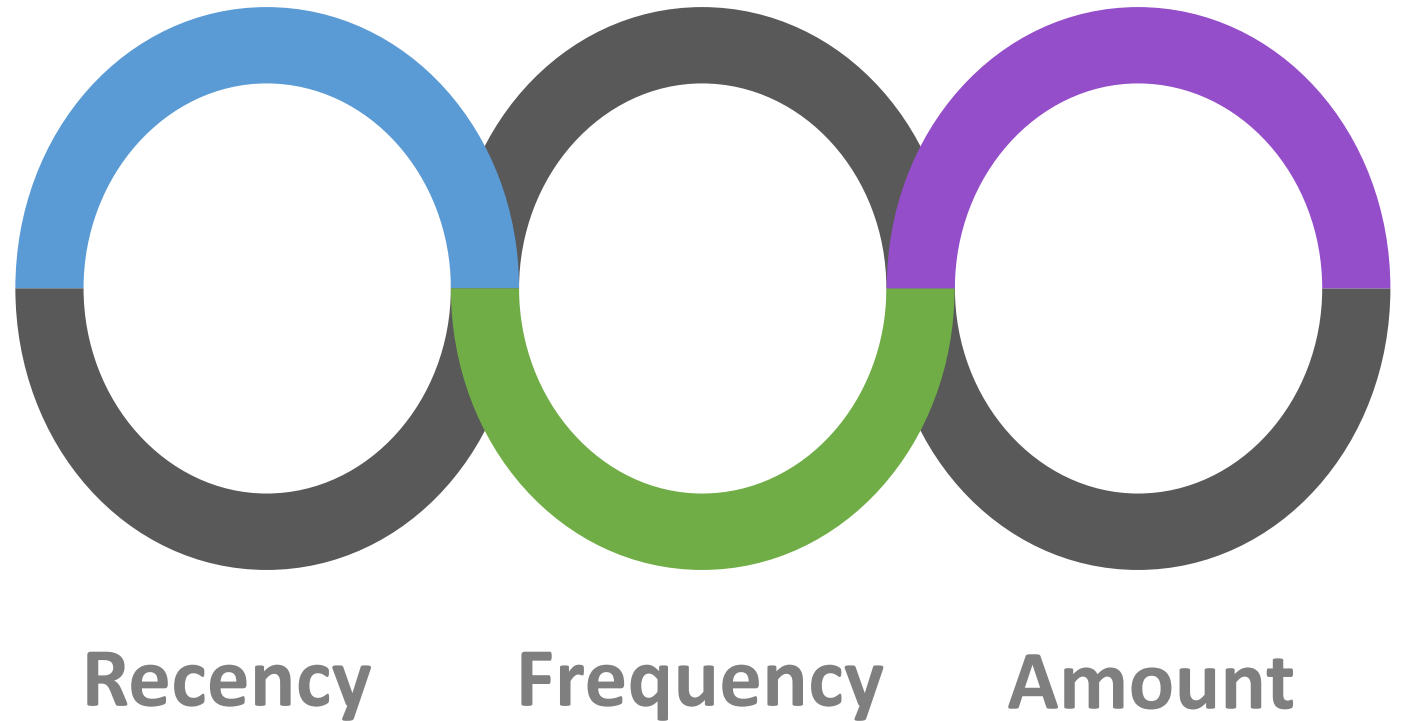
Determine Your Prospects

Start simple.



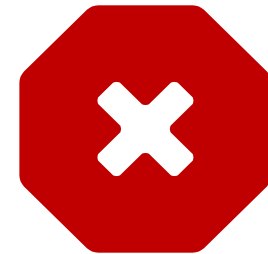
Determine Your Prospects

Segment.

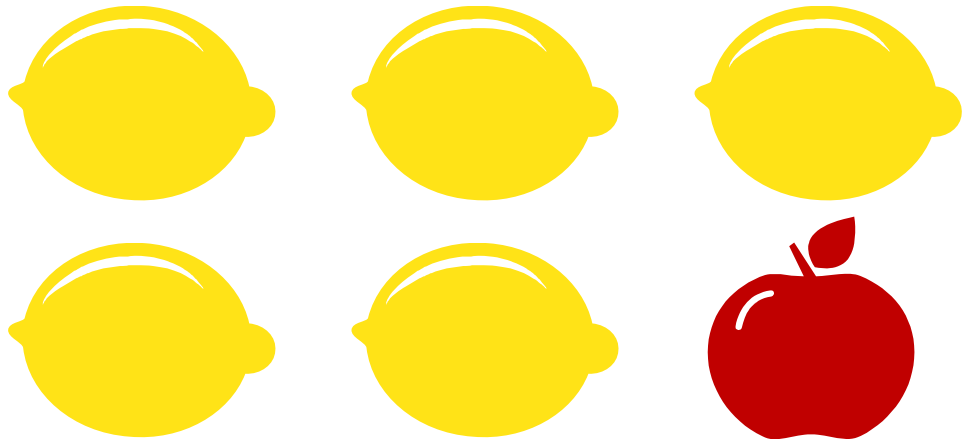


Determine Your Prospects

Test.



Determine Your Offer



What is your
Unique Reason
for Giving?

Determine Your Offer

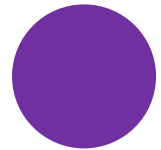


What's the right amount?

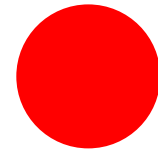


What will the donation buy?

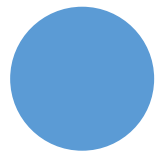
What Else Do You Have To Offer?



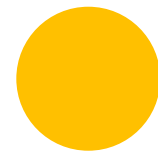
Premiums



Payment Options

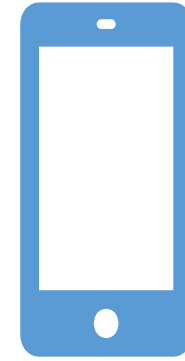
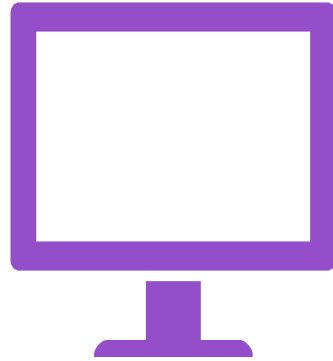


Designated Funds



Exclusivity

How Will You Offer It?



Direct mail, email and phone are a great mix.

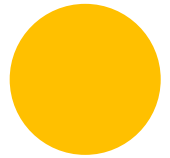
Is Your Goal Realistic?



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

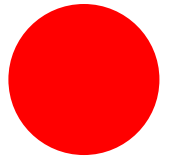
What Is Your Brand?



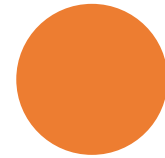
Make it stand out



Consider naming it



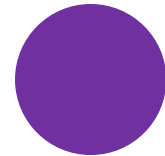
Set it apart visually



Urgent language



Gratitude for monthly donors



Simplicity

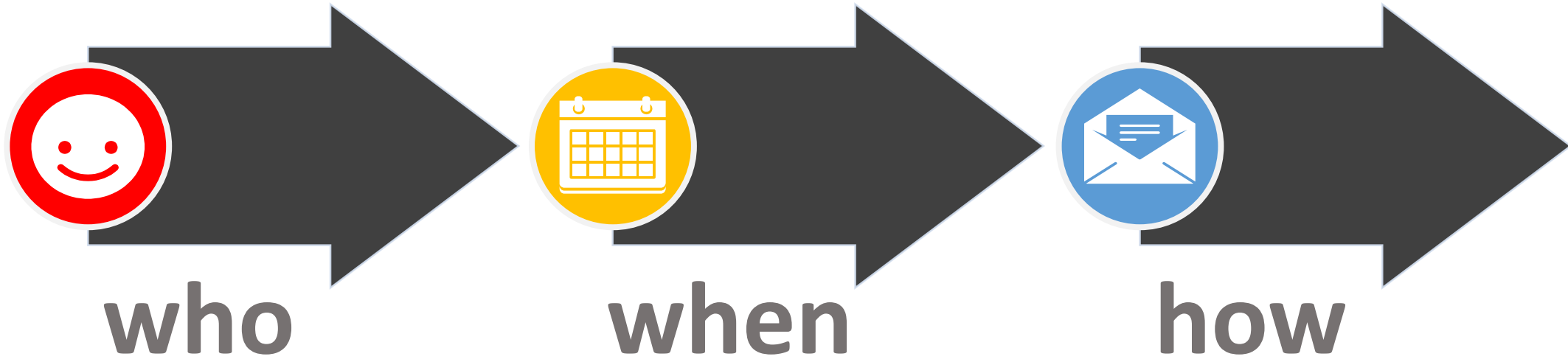
Best Practices

Starts with a three-pronged approach:

- converting
- retaining
- upgrading



Converting: Hone Your Ask

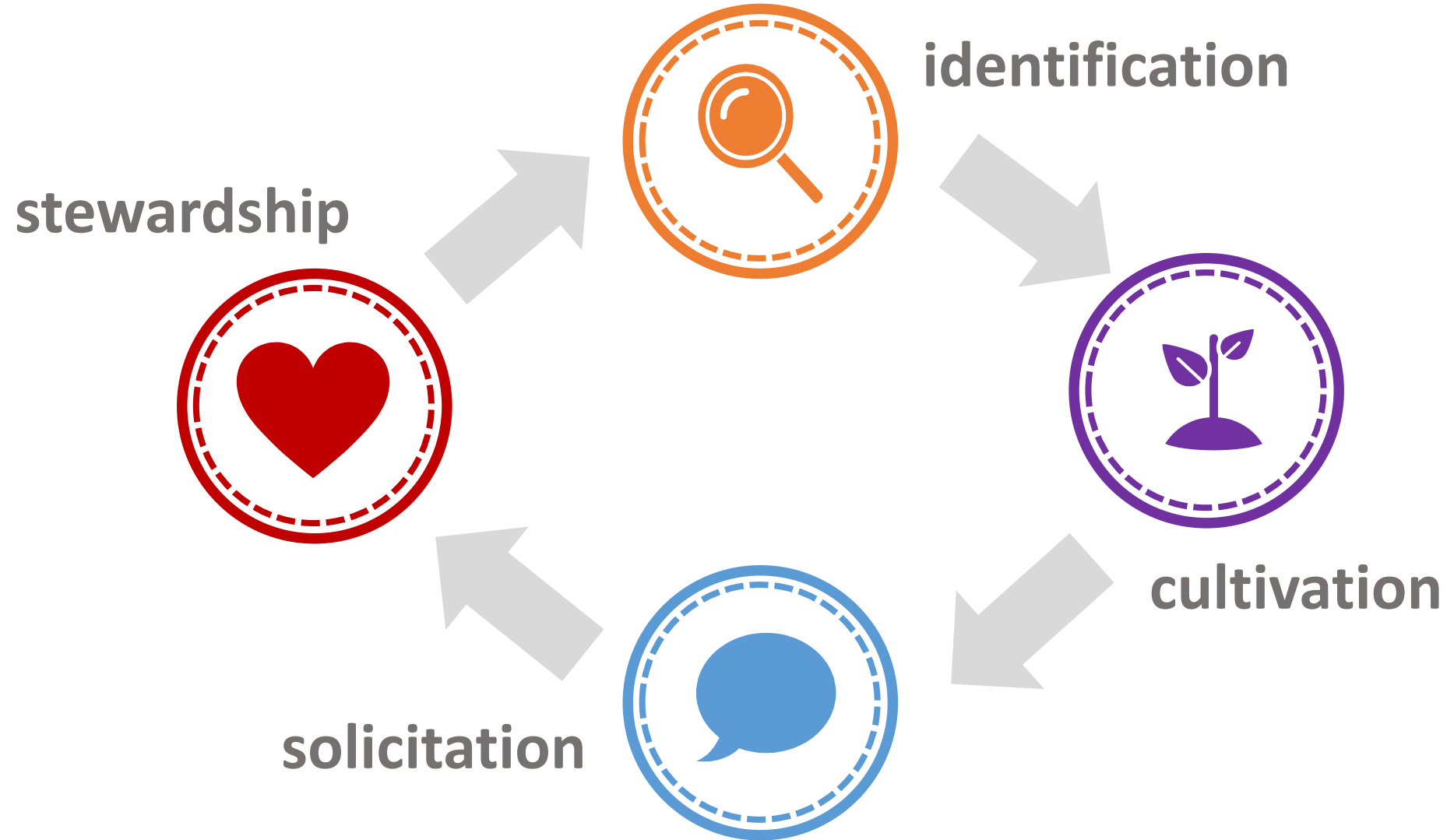


When And How To Ask



Depends largely on your organization's giving cycles and tools.

Retaining Donors



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



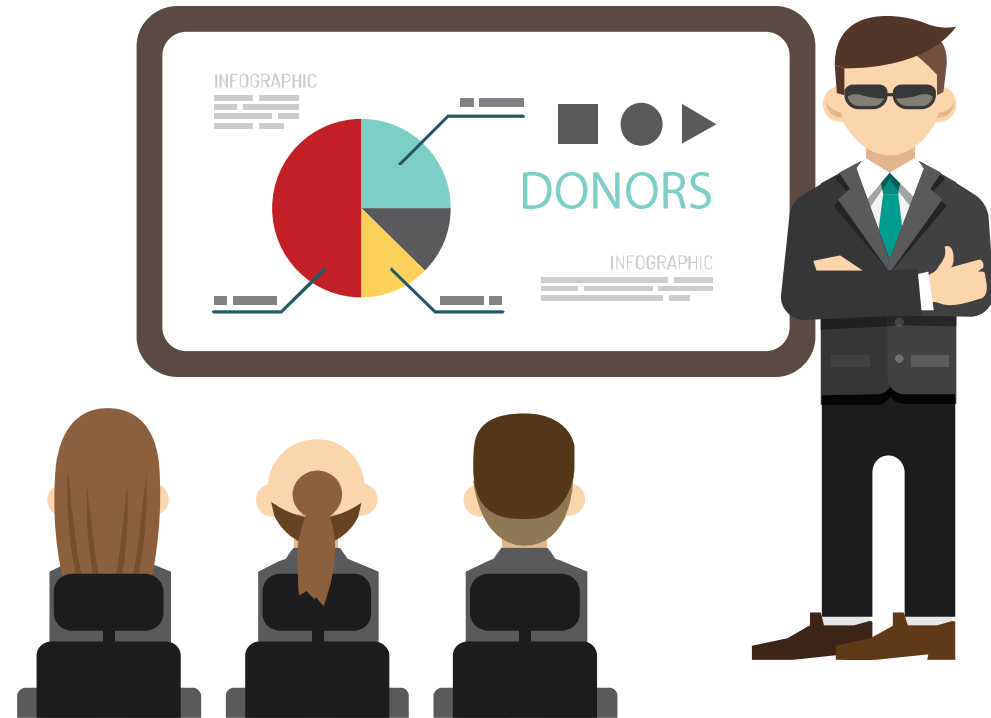
they trust the
relationship



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!

www.colludo.ca
colludos@gmail.com
[@colludos](#)

