

Building Monthly Giving Programs

Coalition for Home Repair

A dark blue diagonal graphic that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

Chat Box:

How many donors give to your organization monthly?

A: 0-10

B: 10-30

C: 30-50

D: 50+

Bonus: How much monthly or annual revenue do recurring donors generate for your organization?

Trends



24%

According to the 2022 M&R Benchmarks Report, monthly giving increased by 24%, while one-time revenue declined by 1%.

22%

Monthly giving is now 22% of all online gift revenue.

Monthly giving growth significantly outpaced one-time giving. As a result, monthly giving increased from 16% of overall online revenue in 2020 to 22% in 2021. (*Benchmarks*)

14.5%

Credit cards represent 84.9% of recurring gifts, followed by ACH transactions at 14.5%. (2021, NEON)

Chat Box Prompt: Do you have recurring donors who give through ACH or ETF payment?

729%

The International Community Foundation found that by adjusting the donor's experience specific to online gifts, the number of recurring donors increased by an astounding 729%.

75%

Within one year of signing up, recurring donors make additional one-time gifts 75% more often than one-time donors. (*Classy*)

Core Components *and challenges*

1. Program Development & Branding
2. Infrastructure
3. Recruitment
4. Program Management

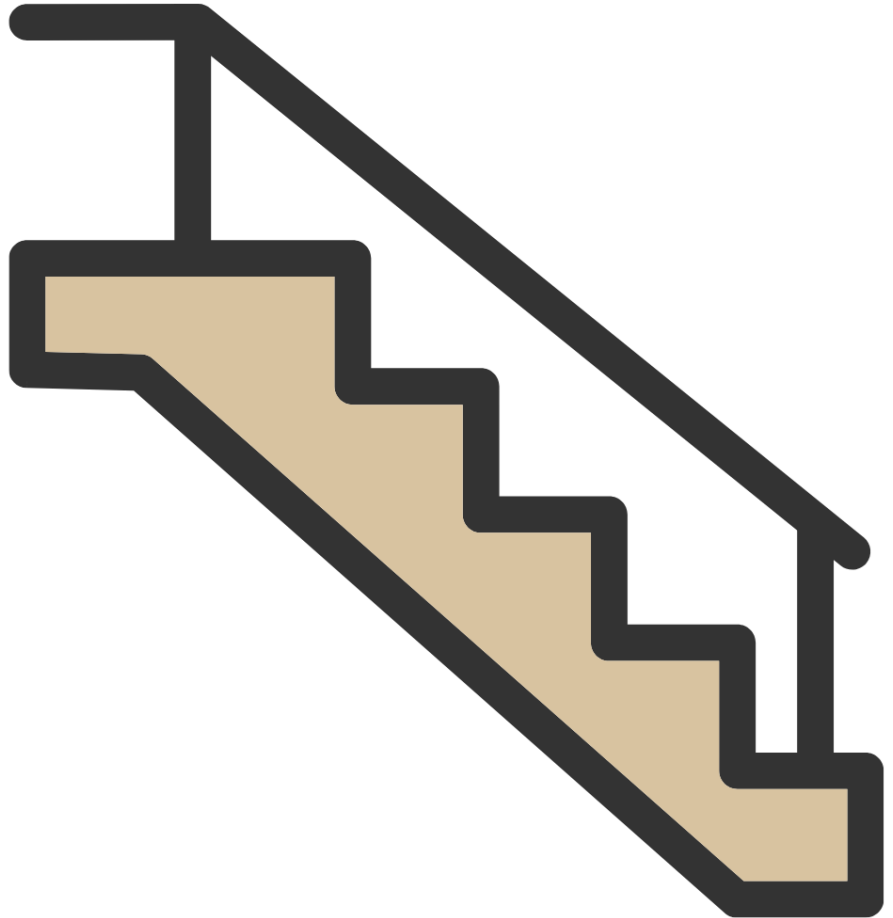
Chat Box Prompt: Where are you on your monthly giving staircase?

A: We offer monthly giving but no formal program.

B: We're brainstorming or developing a monthly giving program now.

C: We have a program but always need ideas and more donors!

D: I don't need anymore donors (HA!)



Program Development & Branding

1. Brand your program. Make it mission centric.
2. Establish giving levels and brand those, too.
3. Make it a community. Members should feel part of something they can't get somewhere else.
4. Build in incentives.



In the chat box, please share:

- *Your program name or name idea*
- *Giving level names and/or amounts*
- *Incentives ideas*

Calculating Levels

To identify a monthly gift ask amount for prospective new donors, [Erica Waasdorp](#) founder of A Direct Solution and author of *Monthly Giving: The Sleeping Giant* suggests the following:

Step 1: Figure out what your average gift amount is from one of your last appeals. (Not tracking that? Get out your calculator and run a couple reports.)

Step 2: Divide that amount by 3. That amount is what you should be asking for as an entry-level monthly donation – 1/3 your typical appeal donation.

For example, if you know your average gift is \$35 when you send out an appeal, then $\$35/3 = \11.66

Step 3: You could ask for \$10 as an entry level gift. Or go straight to \$11.66 if that's a number that means something tangible for your organization. Make it easy to understand what their gift will accomplish, i.e. "Your \$10 will provide food for an abandoned dog." The more specific and tangible, the more likely people will say "yes."

Impact DRIVERS
Monthly Giving for HopeBUILDERS

hopebuilders

hopebuilders HopeBUILDERS is making you a hero in a really cool way! Our volunteers have been grinding hard over the summer to close up completed 151 projects and we are on track to serve over 200 people. Monthly donors are called IMPACTDRIVERS because they drive the big impact of HopeBUILDERS. Ensure an IMPACTDRIVER of \$35 or more and get a HopeBUILDERS mug as a special thank you! Click the link in our bio to learn more!

View Insights

Liked by **albertkiss** and 10 others

Add a comment

hopebuilders

hopebuilders Recently HopeBUILDERS has seen an increase in client requests. In June alone we received 37 requests. We want to serve as many clients as possible, but having limited space and increased demand from clients makes it more challenging. This is why we are looking for you to join IMPACTDRIVERS, a monthly giving program that will allow our clients to make an impact with HopeBUILDERS year-round. Monthly donors who give \$35 or more will get a HopeBUILDERS mug as a special thank you! Click the link in our bio to join!

View Insights

Liked by **habibatic** and 8 others

Add a comment

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Liked by **habibatic** and 8 others

Add a comment

hopebuilders

hopebuilders impactDRIVERS BJ and Terri are ImpactDRIVERS join us today by becoming a monthly donor! Donate \$35 or more a month and get a HopeBUILDERS mug as a special thank you! Click the link in our bio to join!

"Start giving and then come see the impact. You'll want to give more and more because you see the impact it has on the homeowners!"

View Insights

Liked by **albertkiss** and 10 others

Add a comment

Impact DRIVERS
Monthly Giving for HopeBUILDERS

Choose your monthly giving level!

MONTHLY	YEARLY
\$35	\$420
\$65	\$780
\$120	\$1,440

hopebuilders

hopebuilders Giving an ImpactDRIVER means you get to spread our vision all year long! Choose your donation amount throughout the year and make a difference every month. Choose your giving level today!

Click the link in our bio to join!

View Insights

Liked by **habibatic** and 8 others

Add a comment

THIS IS NOT A DRILL!

Impact DRIVERS

Help us meet our goal become a monthly donor today

hopebuilders

hopebuilders This is not a drill! Because we are ImpactDRIVERS today at \$35 or more a month we get to... HopeBUILDERS may as a special thank you! \$35 a month would cover the cost of 10 gas tank and make our clients homes more affordable! Click the link in our bio to join!

View Insights

Liked by **hopebuilders** and 10 others

Add a comment

Thank you!

Impact DRIVERS
Monthly Giving for HopeBUILDERS

hopebuilders Thank you to all of our monthly donors! HopeBUILDERS truly means we have a constant flow of funding throughout the year. It's not just taking you home and making an impact your year! Click the link in our bio to join!

View Insights

Liked by **albertkiss** and 10 others

Add a comment

Kimberly Lynn, HopeBUILDERS - Kim's ImpactDRIVER task timeline is in the resource library



Sweet Tea Partner

Become a Porch Partner at the Sweet Tea level when you make a monthly donation of \$10.00 - \$24.99. Sweet Tea partners get a Porch Partner sticker when they join.

\$20



Porch Swing Partner

\$50

Become a Porch Partner at the Porch Swing level when you make a monthly donation of \$50.00 - \$99.99. Porch Swing Partners get a Porch Partner sticker, Rebuild Upstate pen, and a limited edition 15th anniversary t-shirt when you join.



Wraparound Partner

\$100

Become a Porch Partner at the Wraparound level when you make a monthly donation of \$100 or more. Wraparound Partners get all the swag listed above + a personal thank you video from our staff when you join.

A person is working on a construction site, possibly a foundation or wall. The scene is dimly lit, with a blue barrel visible on the left. The person is wearing a white shirt and dark pants, and is focused on their work. The background shows wooden beams and a wall with some markings.

Give monthly with the Carpenter's Club

Support Appalachia Service Project with a gift to the Carpenter's Club, ASP's monthly giving program. By joining, you will help sustain ASP's mission of making homes warmer, safer, and drier in Appalachia.

[Start Giving](#)

Become a Guardian Angel today.

The Guardian Angels are a special group of donors who have committed to an ongoing partnership with Christian Appalachian Project. When you join today, your monthly gifts will provide families in our country's poorest region with the means to improve their quality of life – programs that build self-esteem, provide education, better living conditions and basic health care.

Take future action with a single click.
[Log in](#) or [Sign up](#) for FastAction

 ?

1 Amount

2 Details

3 Payment

\$20

\$35

\$50

\$75





Thank you, The Front Row.

Our monthly giving community, [The Front Row](#), is for those who want to make an ongoing commitment to girls worldwide. Monthly donors are dedicated, strategic, and make our work sustainable—thank you.

She's the First: The Front Row

GIRL CHAMPIONS (\$100+/MO)

Rebecca Reed • VEERAH • Hannah Riley • Sherry Brown • Amy Simpson • Lucas Morea
Hyperbiotics • Benjamin Wofford • Staci Guillen • Amy Schoenberger • Lisa Sepulveda •
Jennifer Armstrong • Matthew Clark • Steven Hartz • Emma Tynan • Yana Kakar • Kathleen
Treat • Erin Leigh Patterson • Haif Zamzam • Enoch Stohry • Sandra Main • Kim-Nicola
Lorentzen • Silver Choi • Bradley Waidelich • Scarlet Harrod • Erica Flener

EQUALITY ADVOCATES (\$50+/MO)

Charlie Henick • Mary Norris • Carmen Sedlacek • Kate Lord • Philip Aelion-Moss • Andrew
Angelino • Nathan Li • Martha Widger • Myrth York • Kristen Tully • Genevieve Tabios • Brooke
Oliver • Michael Walters • Kelina Imamura • Aarti Khosla • Shonra Weiss • William Carter • Tim
Fischer • Lauren Hadden • Natalie Sopic • Rosie McFarland • Lydia Francis • Michael Gabriel •
Laadi Designs • Holly Willman • Sandra van Onselen • Emily Violi • Kristin Dahlstrom • Heather
Vorderbrueggen • Yanwan Dai • Elizabeth Coulter • Parminder Nagra • Victoria Feaster •
Azanique Rawl • Laura Roberge • Heather Willman • Mary Carlson • Sindy Sagastume • Sara
Shelton

ACADEMIC ALLY (\$25+/MO)

Infrastructure

Systems & Operations

1. Payment Processor & Receipting
2. CRM
3. Donation Form
4. Website
 - a. one -time form
 - b. program specific page + form
5. Annual Fund Plan

In the chat box, please share:

- *Are you in the market for any new infrastructure products like a CRM or donation processor? – get leads!*
- *OR Share an infrastructure product you love*

A Story About The Time I Trusted My Fancy New CRM And Saw a 19% Decrease in Donations

AKA Learn from me

- 2017: I start my new development job! I learn a lot.
- 2017: We use a donation form embedded on our website.
- 2018: We research new CRMS (boooooo) and we start the creative process for a new website
- September 2019: We transition CRMS! We launch a beautiful new website
- EOY 2019: I get fewer donations online than years prior – but why?! I have a fancy new form and website
- January 2020: I realize I have fewer donors and panic
- March 2020: We move away from our CRM's form to customizable, embedded form on our primary donation page

Recruitment

1. Passive
 1. **Optimized** primary donation form
 2. Easily located monthly giving program page
2. Campaigns
 1. Community-centered campaigns
 2. **Optimized** Donation Form
3. Soft launch - ask donors for feedback
4. Segment – 2X donors in past 18 months

In the chat box, please share:

- *How do you recruit monthly donors?
Share your campaign ideas!*

Example: 12xSSP

The 12xSSP community has more than 100 donors. SSP does a brilliant recruitment campaign every year where they include donors. Donors write why they give and they feature a Wall of Fame on their website.

SSP also includes an 'increase my gift' form on their website in addition to a join form. They use swag and offer donors a swag opt-out.



Tips for Optimizing Forms

PayPal/Pop-Up

- Add your organization logo. Change it to your program logo during monthly giving recruitment campaigns if possible.
- Update recommended amounts to match your giving levels during a campaign
- Upgrade option: find a form tool that includes PayPal (like Qgiv)
- Zap!
- **Build the web page for your program. Add all your language, levels, incentives, etc.**

CRM / Form Builder

- Different values for one-time and monthly on the same form
- **Embedd Forms.** Avoid click to open a new page when possible.
- Branded levels with amounts on the form
- Ability to add impact language, how does this level donation help?
- Offer fund customization
- Remove In honor of / in memory of...
- Optimized for mobile (multi-step for monthly, long-form for one-time)
- Option to add images

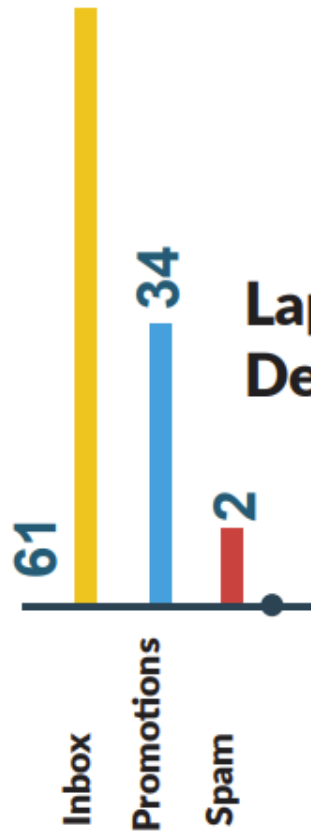
BOTH: Prompting monthly, disable Captcha

Program Management

1. Ongoing cultivation
2. Implementing annual fund plan
3. Maintaining infrastructure
4. Lapsed or stolen credit cards
5. Increased staff time, if applicable
6. Thank you notes! Don't forget to customize monthly transaction receipts.

In the chat box, please share:

- *Ideas for a recurring donor cultivation or thank you email*



Lapsed Credit Card Emails Delivered By Folder

Fundraising will always be personal.

Questions?

Thank you!