



MONTHLY DONOR PROGRAMS 101

All you need to know...



Erica Waasdorp, President
A Direct Solution



About Erica Waasdorp

- Philanthropic
- President, *A Direct Solution*
- Raised millions of monthly giving dollars
- Reader's Digest 'graduate'
- Author, Blogger, Presenter



Monthly giving is easy for you and the donor



It's donor centric

- Gifts fit their budget
- Gifts are easy to make
- "Set and forget"



Donor Retention Rates improve

After...



Sources: DonorPerfect users



They give more \$\$\$

Single gifts only (mail)	\$58
Monthly gifts	\$288

Source: M&R Strategic 2017



You already have the tools and processes

- Online donation options
- Donor base
- Thank you processes



Lets get your house in order



1. Assign the Driver



- One point of contact
- Oversees everything
- Is accountable



2. Start your engines



Engage everybody and everything

- Organize kick-off meeting
- Include Finance
- Include Communications and Marketing
- Include Data-entry
- Include web
- Include admin/fundraising



3. Create a name



Easier recognition

Naming examples:

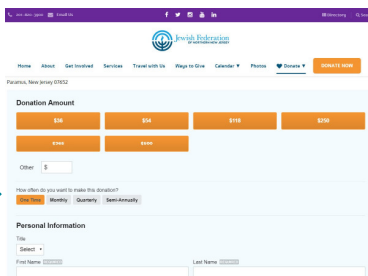
- Sustainer
- Partner
- Champion
- Innkeeper
- Hope Builder
- Guardian
- Trailblazers
- Daisy Club

Naming do-not-dos:

- Legacy
- Society
- Amount in name (like \$10 a month club)



4. Add monthly giving to your donation page



PayPal now has this monthly option standard

Donate to
Cape Cod Times Needy Fund, Inc.

Make this a monthly donation (?)

or



Add monthly option

reNEW

HELPFUL | GET INVOLVED | EVENTS | INFORMATION | HOME

We work to support every child, whether enrolled in the state. One-time donations help, but ongoing, monthly donations help us even more with supporting Missouri's schools. Please do what you can and let us know how you'd like to help or what we can do for you.

ReNew Missouri
400 Southline Dr.
Ballwin, MO 63011
Columbia, MO 65202

*Make checks payable to ReNew Missouri

Donate Monthly

Bill me a bill later

One-Time Donation

Bill me as a contact



5. Think of amounts you'd like to ask for



Small gifts are beautiful

FOOD FOR THE POOR
Saving Lives... Transforming Communities... Restoring Hope

OUR WORK HELP NOW PARTICIPATE

START A MONTHLY GIFT
Jodeneal, a 2 year-old from Haiti, desperately needs your help. All across the Caribbean and Latin America, children like him are slowly starving due to lack of food.

Please, set up a monthly gift today to help these children get the food they so desperately need.

MONTHLY GIFT AMOUNT
Select Monthly Amount:

\$36.50	\$18.25	\$10.95	\$3.65
Feed 10 children a month	Feed 5 children a month	Feed 3 children a month	Feed 1 child a month

Enter an amount:



Help the donor with examples

Choose your donation amount

\$ 10 Will help buy a bus pass so a teen can get to school	\$ 14 Provides a teen with those essential hygiene items
\$ 20 Will supply groceries to support a growing youth	\$ 40 Will help pay for one youth's rent, who'd otherwise be homeless

Other:

Donation Frequency: One Time Monthly
recurring donations are the best way to give steady support



Don't worry about fees

Gift	\$23 once	\$252 (\$23 a month)
Finance fees	\$0.37	\$4.44
Gift value after finance fees	\$22.63	\$247.56



Fees can even be zero!

70% of donors pay for the fees
if offered to do so



6. Create a monthly donation page



Trailblazers for Saint Therese's Camp

Choose amount

\$25 \$50 \$75

\$100

Write as a comment

You might need your recurring donation system

©2016-2017 Donorbox

Become a Trailblazer by making a recurring monthly gift. Your monthly gift will go towards caring for the camp and securing its future for generations of campers.

[Facebook](#) [LinkedIn](#) [Twitter](#)

St. Therese's Camp is a 501(c)(3) nonprofit, EIN 45-5483532. All contributions are tax-deductible. No goods or services will be provided in exchange for this contribution.



www.donorbox.org





Child Hunger Is a Problem We Can Solve Your Monthly Gift Will Help Us Tackle It At Its Core

A small gift each month may not seem like a big deal, but it means so much to a child that isn't getting enough to eat.

Your \$20 tax-deductible monthly gift can provide hungry kids with 200 meals every month.

If you prefer to make a single gift instead, [click here](#).

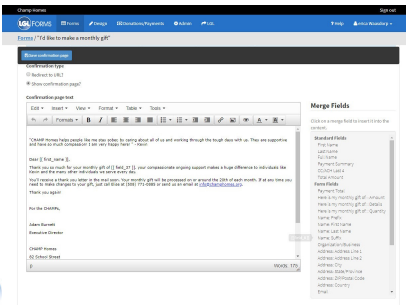
SELECT GIFT AMOUNT

\$10 \$20 \$30 \$50 Other \$

Helps provide kids with 200 meals per month



7. Create auto-responder



8. Create email thank you message



Immediate

Subject line: Thank you!

Dear first name,

Thank you again for joining as a Champion for Youth with your monthly gift of \$xxxx. You'll help more than 1,000 kids like Sam know that there is somebody standing with them. Isn't this wonderful?

As promised, you'll receive a thank you letter in the mail in a few days. Your monthly gift will be processed on the same day of the month. You'll see your gift on your credit card statement and we'll send you an update on all your donations in January for tax purposes.

If at any point, you have any questions or need to make changes to your monthly gift, please contact Justine at 1-800-365-4543 or send an email to justine@allstarsofkids.org.

Thank you again for becoming a Champion for Youth! Together we can end the cycle of youth homelessness.

With my deepest gratitude,

Justine

P.S.: This excerpt from "Within my power by Forest Witcraft says it best:
"One hundred years from now, it won't matter what kind of car I drove, what kind of house I lived in, how much money I had in the bank, nor what my credit looked like. BUT the world may be a little better because, I was important in the life of a child."

Thank you for being there!



9. Create a thank you letter



Yes, hard copy please

STAND UP

Dear _____
Puffin, the name, last name
Address 1
Address 2
City, state, zip
Dear _____

Guidelines and Hints: There are the words that make a thank you letter stand out about your monthly gift of \$10. Thank you most of all for your support of JCamp for the Y Kids!

Please know that your monthly gift will be put to use right away to help get off the ground and give the kids a chance to shine. The more of your contribution, the more we can do for them. We know that you are a giver and we will be able to give you more of the same.

As promised, you'll receive a complete statement of your donation to help you see the progress of your gift and how it's making a difference.

If at any point, you have any questions or need to make changes to your monthly gift, please contact JCamp at 1-800-341-4311 or email us at info@standupforthekids.org.

Thank you for making a life-changing difference through your monthly gift. You are a hero!

With sincere appreciation,

James P. Davis
Executive Director

STAND UP FOR KIDS is a 501(c)(3) organization with Tax ID 13-0440211. Your contribution is 100% deductible to the extent allowed by law. All goods are subject to return as exchange for like donations.



Do something unexpected



10. Create link from home page



NO KID HUNGRY

Your support can feed a hungry child.

[DONATE NOW](#)

Our Stories

When you become part of No Kid Hungry you're joining a movement of teachers, chefs, community leaders, parents, lawmakers and CEOs with a shared belief: no kid in America should go hungry.



Include in pull down

Habitat for Humanity

Volunteer Shop Support Where We Build Impact About

Every donation

We build strength, stability and self-reliance



Go live, you're halfway there!

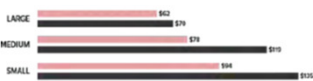


11. Create first email



The value of monthly gifts

One time gifts by email list size



Monthly gifts by email list size

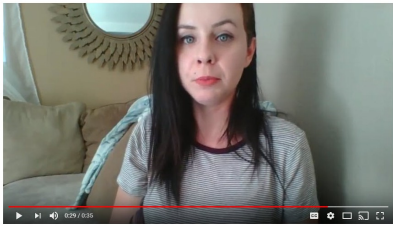


Small: Under 100,000 subscribers
Medium: 100,000-500,000 subscribers
Large: Over 500,000 subscribers

Source: M&R Strategic 2018 (based on 2017 data)



Use video



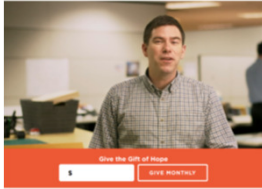
Brittany on Giving Monthly

<https://www.youtube.com/watch?v=JUUovCqGMRs>



Be direct

What Does It Take to Bring You
BEST LENT EVER?

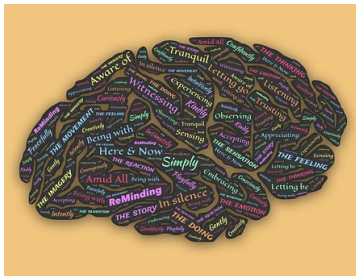


Join The Ambassador's Club

Everything we do, including BEST LENT EVER, is made possible by a group of passionate people like you who are dedicated to providing world-class programs to Catholics and their families for FREE. They each give at least \$10 a month to support this incredible mission. And we make you to join them!



12. Use other email options



Use your email signature

Larry Little, President
Guardian Angel Basset Rescue, Inc.

"Senior Bassetts don't have the luxury of time – they need your help NOW!"
Help them now - donate \$10 a month by joining [Basset Friends Forever](#)



Remind in email newsletter

You Came, You donated, You rocked!

On behalf of the Arizona Gives participating nonprofits - THANK YOU for your continuous support and showing Arizona's nonprofits your love and generosity.

Join our Circle of Hope Members who have already supported us in our goal to serve 100 women by contributing \$25.00 or more monthly to Hope's Crossing today!

Join Circle of Hope Now!



13. Charge the monthly gifts



Look at reports

- Verify that the system is 'charging'
- Some donor base systems you have to manually 'commit' the batch
- Others are done automatically
- Set one day a month to review
- Identify those that didn't go through



14. Create flags for tracking and recognition



For stewardship and tax info

Dear Erica,

Thank you for your ongoing support as a monthly donor and SCGA Junior Charge Maker.

Your monthly support truly makes a difference to the kids who now have so many more opportunities in golf and life.

As a special service to you, I am pleased to provide you with a record for your taxes of your donations in 2017.

Total donations made to SCGA Junior for the calendar year of 2017: \$60.70.
Value of goods or services provided: \$0.00

All donations to the SCGA Junior Foundation are tax-deductible within the extent of the law. SCGA Junior is a charitable nonprofit organization registered with the Attorney General in California with Tax ID 95-3858373.

You make it possible for us to serve more than 6,000 kids annually, many of whom may not play or have access to the game if not for your support.

Thank you again for your continued support as a monthly donor! You are a true champion and Charge Maker for the future of golf and the futures of young people in Southern California.

Sincerely,

Executive Director

P.S. If you have any questions about your monthly donations, please contact us by email to chambers@scga.org by phone at 818 432 4175 or. Thank you again!



To do something unexpected



Thank you for helping to protect New England's environment. This Earth Day and every day we are grateful for your commitment and support.

You make our work – and so much more – possible.

YOUR FRIENDS AT CONSERVATION LAW FOUNDATION

Thanks for your incredible support and your sage advice! Elin

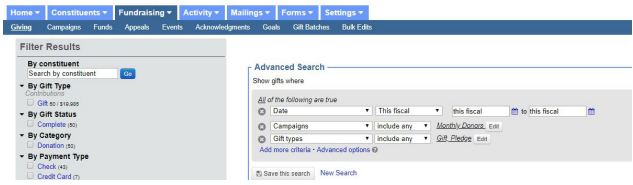





15. Add monthly donor to your donor base





16. Add payment to donor base

17. Generate report and share results



Always annualize value

100 One time gifts	\$7,000
100 Monthly gifts	\$25,200



Source: 2018 M&R Strategic Benchmarks



18. Retain and Engage



Call to say thank you



Do a survey

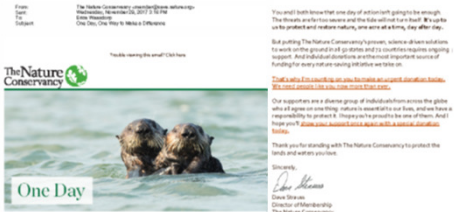


Include in giving days messaging

That's why I'm writing to thank you for your generous support as a [program name] member – but also to urge you to consider a special tax-deductible donation today for giving day...



Use what you have



Dear Erica,
Yesterday, thousands of people around the world joined to support nature for Greta Thunberg.
The reproductive independence of animals, get vaccinated, with us more people than you and their wife and deeply about saving nature.
can we make today even bigger day of giving? If not, please let us know.
What if making our environment is something for all? Let's do it.
To celebrate our year of giving, we're offering a special one-day gift.
We'll send you a limited edition badge as a thank you gift.



Horizontal lines for handwritten notes.

Invite to special events

GIVING CIRCLE MEMBERS: DON'T MISS THIS SPECIAL VIP EVENT JUST FOR YOU!

Attention Giving Circle members! We're hosting a special Giving Circle members-only mixer, May 3rd from 4:30-5:30 p.m., just before our monthly After Hours Event at Devil's Purse Brewing Company. This event is just for YOU, our wonderful Giving Circle donors. Connect with other Giving Circle members, hear from past grant recipients, and learn more about the collective impact of your



Horizontal lines for handwritten notes.

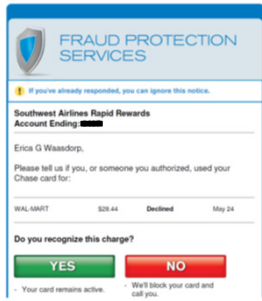
Ask for extra gift, especially matches and your strongest appeals

Special Partners In Hope Gift Reply form with checkboxes for YES, NO, or Other.



Horizontal lines for handwritten notes.

Prevent credit card drop outs



Pick up the phone



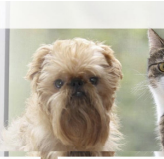
Create email with link



Create email with link

Leader in the NO-KILL Movement

Renew Your Monthly Support to Pets in Need



Help Us Save Lives Year-Round Once Again

Select your monthly donation amount:

\$15.00 \$20.00 \$25.00

\$35.00 \$50.00 Other

Enter your contact information:

First Last

City Phone #

Jcamp 180
From STRENGTH to STRENGTH

A DIRECT SOLUTION

Don't forget the letter

Dear Donor,

I hope that you are well! Thank you so much for your wonderful ongoing monthly support. You truly help dozens of great homeless pets out of poverty.

You may have heard that Tom's Executive Director recently published his first book, called *One Shot*. It's already got rave reviews and I'd love to send it to you as a special thank you for your ongoing support.

But as I was looking at your information, I noticed that your monthly gift of \$20 hasn't come in a while. Did you your card expire or you may have received some mail?

So if it's your monthly gift, can support the glazing of some trees and support more felines, would you please fill out the form below and provide us with your updated information?

Or if that's not, please give Adams or make a call at (202) 536-1020 between 9:00 am and 5:00 pm. Business Time, Monday through Friday and provide form with your updated information?

All we need is your new credit card or debit card information. We'll receive an exact form of your donation to ensure for tax purposes and other updates if you prefer. It's safe, secure and convenient and we'll know that the funds will be there to help more felines in East and West Africa.

Thank you again for helping us save valuable resources and thank you for being a wonderful member of our Supporters Circle.

Kendall Stevens
Supporters Circle Manager

P.S. If you have already contacted us about this in the last few days, please ignore this letter.

Supporters Circle Update Form


Name of donor (if second list) _____ Name on card, if different _____
 Please charge payment to my: Debit card number _____ Visa MasterCard
 Credit card number _____ Exp. Date _____
 Cardholder's name _____ National (country) _____ zip code _____
 Postal/zip code _____
 (I) would like to increase my Supporters Circle amount to \$ _____ per month.
 If my previous payment was missed, please check the "Yes" [] if you do not wish to charge a one-time make-up gift.

Jcamp 180
From STRENGTH to STRENGTH

A DIRECT SOLUTION


Consider credit card updater

Before



19% failed
81% Successful

After



4% failed
96% Successful

Source: DonorPerfect

Jcamp 180
From STRENGTH to STRENGTH

A DIRECT SOLUTION

Never, ever give up!

Reactivate in next appeal

Dear -Primary_Salvation-,
Thank you for your past support. You help empower, fight for and honor the people in our lives affected by kidney disease.

Today, in honor of Kidney Month, as you're such a caring and compassionate friend, I'd like to invite you to make an impact all year long! Will you come back and rejoin our Circle of Champions, a special community of donors who invest monthly to help people fight kidney disease and live healthier lives?

Your monthly investment of \$-Ask1- or perhaps \$ Ask2 will help provide -# of patients-kidney patients with the life-saving medical care they need.

It's easy on your budget, it's safe and it's easy to change. You're in control of your gifts at all times!

Here's how your monthly gifts will make a difference:

- \$25 a month helps pay for a day of medication for a kidney patient.
- \$5 a month enables a kidney patient with high blood pressure to purchase a blood pressure cuff!
- \$100 a month pays for the monthly health insurance premium for a patient enrolled in Medicare Part B ensuring access to healthcare.
- \$200 a month provides a grant for a child on dialysis to help with the cost of a specialized summer camp and be free to play just like other kids.

You'll receive a thank you letter welcoming you back to the Circle of Champions, you'll receive an overview of all your donations in January for tax purpose and you'll continue to receive updates with stories of the kidney patients you help.

With nearly half a million people already on dialysis, and more than 10,000 newly diagnosed patients beginning treatment for kidney failure every month, we need your support!

Every dollar you give will IMMEDIATELY be put to work to help kidney patients facing a crisis. Will you consider rejoining the Circle of Champions today?

(over, please)



19. Set your goals and create a plan



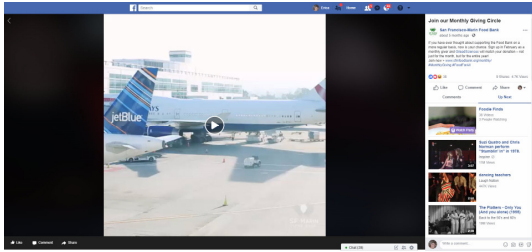
Add ads and messaging to your newsletters



Share similar message on social media



Use social share and match combo



<https://www.facebook.com/sfmfoodbank/videos/10155636327343071/>



20. Celebrate your wins!



WOW!

“We reached out and asked people in our community if they wanted to be a matching donor for the campaign. They all said yes and the response was amazing.

“...we exceeded our expectations for monthly donors and the matching donors’ funds have tripled that income.

“These are funds we can now depend on now for the coming year”.

- Lorraine




**“A monthly drip, ...
drip, drip, drip in a way that not
only becomes a habit,
but gives the organization
a chance to plan.”**

- Seth Godin




Where will your monthly donors take you?






Questions?



All photos are courtesy of Pixabay unless otherwise indicated



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Erica Waasdorp
A Direct Solution
Tel: 508-776-1224

erica@adirectsolution.com
www.adirectsolution.com




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