Monthly Donor Programs 201:
Take your Camp to amazing new heights

Presented by
Erica Waasdorp, President
A Direct Solution

About Erica Waasdorp
• Philanthropoholic
• President, A Direct Solution
• Raised millions of monthly giving dollars
• Reader’s Digest ‘graduate’
• Author, Blogger, Presenter

Step 1: Commit
Monthly donors are:

- Small
- Committed

Donor Retention Rates Improve

Before monthly gifts:

Sources: Donor Trends, AFP Fundraising Effectiveness study 2017

Donor Retention Rates improve

After…

Sources: DonorPerfect users
Huge Potential

50% of Baby Boomers (age 49 – 67 years old) gives Monthly!

Blackbaud Generational Study and Penelope Burk Donor Survey 2017

60 % of Young Donors Give Monthly

Penelope Burk, Donor Survey 2017

They give more $$$

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Single gifts only (mail)</td>
<td>$58</td>
</tr>
<tr>
<td>Monthly gifts</td>
<td>$288</td>
</tr>
</tbody>
</table>

Source: M&R Strategic 2017
They're part of your giving pond!

Source: Jeff Brooks

Step 2:
Prepare

One Person in Charge
Keeps Program on Track
Auto-responder, Email Thank you

Thank you for becoming a monthly donor!

We are thrilled to have you in our Cape and Islands United Way family and will put your gift to work supporting the human needs of those who live on Cape Cod, Martha’s Vineyard and Nantucket.

Please know that you will soon be receiving an official acknowledgement letter in the mail. Keep that letter for your records as it will serve as your tax receipt.

I'm so grateful to have your support and look forward to sharing the stories of how your gift changes lives and strengthens our local communities.

With gratitude,

[Logo]

Offer personal contact

And if you have any questions at all about your monthly gifts, please call name at (508) 123-4578 or send an email to champions@capeabilities.org.

[Logo]

Tell monthly donors what they can expect

[Image]
Mail Postal
Thank you!

Make it Personal

Implement Account Updater

Source: Donor Perfect Account Updater
Create separate segments

Step 3: Make it easy!

Easy to Find
Take over the home page!

No gift too small!

Give examples

Here are a few examples of how your monthly gift changes lives:

- **Your gift of $10 a month** will help with medical expenses and groceries for those who cannot afford it due to a family emergency.
- **Your gift of $25 a month** will help pay for utility bills so that families will not be out in the cold.
- **Your contribution of $50 a month** will help support rental or mortgage assistance to families so they will not be homeless.
Add Form Online

Put Monthly Front and Center

Ask donor to help promote
Use your email signature

Monthly Giving online is growing!

Source: Blackbaud Luminate Online 2017 Benchmarks

Step 4: Ask as much as you can
Use Challenge

Maximize your impact with a matching gift!

Ask in first email

Ask in second email a few days later
Ask in final email just before deadline

Engage your donors

Ask existing monthly donors for a quote

“... After adopting a senior dog from As Good as Gold, we decided to join Golden Guardians so that more senior goldens can be helped.”

-- Roy and Sheryl Roush
Create a video

https://www.youtube.com/watch?v=cK8s4fhR2vk

Tell donor how easy it is!

Simplify your life...

https://www.youtube.com/watch?v=GmElcRhku8d&feature=youtu.be
Engage young people

https://www.youtube.com/watch?v=JUovCqGMRs

Include in every e-news

Become a Champion for Hope with your monthly gift of $10, $25, $50 or more to the Lupus Foundation of America and make a difference in the lives of those affected by lupus. Your support will help bring us one step closer to our vision of a life free of lupus.

DONATE

Reinforce in enewsletter

Double Your Support All Year!
Convert complaining donors

Of course, I’ll take care of this for you right away...
But did you know that there’s another way to support the [children/animals/etc. mission focus] you care so much about without having to worry about the mail?

Add to your print newsletter

Add to Your Appeal Reply Form
Combine your Channels

Step 5: Engage and Upgrade

Keep Engaging your monthly donors
Make them feel special online too!

FRED IS WALKING!!
Demonstrate gift impact
Thank you

Include in thank-a-thon
Engage your board and volunteers

Tax letter
Tell warm and fuzzy stories

Special Emails

Dear Erica,

The latest image below reminds you to keep up with the latest news and updates on our mission. Your support is crucial in helping us make a difference in the lives of those who need our help. Thank you for your continued support!

Best regards,
[Signature]

Ad in newsletter ‘confirms’ decision

Become a Red Cross Champion today

As a Red Cross Champion, you can make a meaningful difference every day. Here’s how your monthly support will help those in need:

Preparedness: With expertise, guidance, and training from the Red Cross, communities become more resilient in the face of disaster—reducing risk and saving lives.

Response: Nearly 280 times a day, the Red Cross helps a family affected by a flood, fire, or other disaster—offering food, shelter, comfort, and hope.

Recovery: In the weeks and months following a disaster, the Red Cross helps families and communities by identifying housing plans and ensuring aid resources needed to restore lives.

Start your monthly gift today—it’s easy, secure, and automatic. Learn more at redcross.org/champions
Send Monthly Donor Survey

Ask for that testimonial

Create a Plan and Communicate!
Step 6: Present Results!

Always think Annual Value

<table>
<thead>
<tr>
<th>Monthly Donors Source</th>
<th># of monthly donors acquired</th>
<th>Average gift</th>
<th>Average Yearly Gift</th>
<th>First year Cume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totals</td>
<td>300</td>
<td>$24</td>
<td>$288</td>
<td>$86,400</td>
</tr>
</tbody>
</table>

Source: Small animal charity

You’ll grow only if you ...

ASK! ASK! ASK!
How will you grow your monthly donors?

Here’s my challenge to you:

1. Get testimonials
2. Create your acquisition plan
3. Start asking for monthly donations

Email me: erica@adirectsolution.com

Begin. With the humility of someone who’s not sure, and the excitement of someone who knows that it’s possible.

- Seth Godin
Questions?

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