



Jcamp180[®]
From STRENGTH
to STRENGTH





The fundamentals of sustainer/monthly giving

Presented by
Erica Waasdorp, A Direct Solution

All pictures, courtesy of Pixabay, unless otherwise indicated



About Erica Waasdorp

- Erica Waasdorp
- President of *A Direct Solution*
- Reader's Digest 'graduate'
- 35+ years of Direct Response experience
- 25+ years of Monthly Giving experience
- Author Monthly Giving. The Sleeping Giant, Monthly Donor Road Map and more
- Co-Author DP Monthly Giving Starter & Marketing Kits
- Blogger, Vlogger, Presenter, AFP Master Trainer



July 29, 2020

What we will cover today...

- Monthly donors provide sustainable revenue!
- Donors want to help in a way that works best for them
- Monthly giving cost and resources are minimal
- Ways to ask to generate new monthly donors, especially NOW!
- Keeping the monthly donors you have
- Other ways you can keep your monthly donors engaged



July 29, 2020



**Monthly donors provide
sustainable revenue**



Monthly Donors Improve Donor Retention



Source: Donor Perfect users, Bloomerang, Fundraising Effectiveness Project 2017



Monthly Donors Give More Money

Single gifts only (mail)	\$58
Single gifts (online)	\$111
Monthly gifts (annually)	\$300

Source: 2020 M&R Strategic Benchmarks, Network for Good, 2019 Bloomerang Study among monthly donors



YOUR MAP TO THE HIDDEN TREASURE OF FUNDRAISING



START: FOCUS ON YOUR DONORS

When you keep your eyes on your donors, you'll always be heading in the right direction in fundraising.

THE SWAMP OF BUSY-NESS

Beware!



REMEMBER: WEAR YOUR "INVEST IN FUNDRAISING" PROTECTIVE GEAR

Fundraising is an investment! When you keep that in mind, you are going to keep making progress.

THE CROSSROADS OF SMART SPENDING

Choose well!



THE FOREST OF DISTRACTIONS

Keep your head

GOAL: THE ULTIMATE FUNDRAISING TRINITY

This is where the treasure lies! All fundraising activities should be ultimately aimed at moving donors into one (or more) of these categories:

1. Monthly giving
2. Major/mid-value giving
3. Bequest giving



moceanic
www.moceanic.com/ja/in





**How many monthly donors
do you have?**

What if You Had More Monthly Donors?

	# of Monthly Donors	Average gift	Average Yearly Gift	Cumulative
Totals	100	\$18	\$216	\$21,600
Totals	200	\$36	\$432	\$86,400
Totals	500	\$54	\$648	\$324,000

Source: 2020 M&R Strategic Benchmarks, A Direct Solution



You can PLAN on the funds being there no matter what!



July 29, 2020

11





Donors want to help in a way that works best for them



Monthly Giving is Donor Centric

- Gifts can be small!
- Gifts fit their budget
- Gifts are easy to make



Small Gifts Are More Doable & Affordable Right Now

P.P.S Or, if it's easier on your budget, [will you please consider a monthly gift of \\$5 or more to help the animals during this continued crisis?](#) Thank you again!

Make a One-Time Donation

Become a Recurring Donor



July 29, 2020

14

Gifts Are Easy To Make

- Donor can give no matter what time of day
- No matter where they are
- Mobile or desktop





Monthly Giving
Cost And Resources
Are Minimal!



You Have The Tools and Processes!

- Online donation options
- Donor base
- Thank you processes



July 29, 2020

Online Monthly Donation Options In Place



 LOGIN

Support the Jacobs Camp Sustainability Fund

At this extraordinary time of uncertainty, the need to support Camp has never been more critical. We want to be here now and into the future.

We are grateful that The Harold Grinspoon Foundation (HGF) recognizes this need and has announced a new \$10 million matching grant opportunity that will be shared by 100 Jewish overnight camps across North America, including ours. **This means that your donation will be matched \$1 for every \$2 donated.**

Every dollar counts and makes a difference.

We know that this is a difficult time for all and we are truly grateful for your partnership and generous support.

Select an amount

DONATE ONCE

DONATE MONTHLY

\$180

\$360

\$540

\$1,000

Other

Questions

- » Is this donation tax deductible?
- » How do I make a gift by phone or mail?
- » How do I make a gift of security funds, mutual funds, or stock?
- » How do I give by a donor-advised fund?
- » How do I add Camp to my estate plan?
- » Will my donation be matched by the Harold Grinspoon Foundation?





Which payment processor are you using?

Thank You Processes In Place



You Don't Need Many Donors/Names To Get Started





Don't be afraid to
ask for monthly gifts Now



Assign someone to be in charge



Take Over Your Home Page

St. Therese's Camp

HOME SUMMER CAMP CONTACT ABOUT US RETREATS & RENTALS APPLY MEDIA
TESTIMONIALS SUPPORTERS DONATE


Click here to
become a
Trailblazer
monthly
donor to help
pay off the
camp!

Click here to
make a monthly
or a one-time
donation!

Source: sttheresescampak.com



Add Monthly to your one-time Donation Page



Donate

Strengthen Saint Therese's Camp

Choose amount

One-time

Monthly

Quarterly

\$ 25

\$ 50

\$ 75

\$ 100

\$

Where do you want your donation to go?

Where most needed

☐ Write us a comment

Next

Powered by Donorbox

\$61,055.97

Raised

308

Donations

\$80,000

Goal

Your partnership with St. Therese's Camp will power fun, faith and friends for generations of Alaskan youth.

Facebook

LinkedIn

Twitter



St. Therese's Camp is a 501(c)3 nonprofit, EIN 45-5486352. All contributions are tax deductible. No goods or services will be provided in exchange for this contribution.



Source: sttheresescampak.com



Create A Special Monthly Only Page



Trailblazers for Saint Therese's Camp

Choose amount

Monthly

You can log in to edit your recurring donation any time

\$ 25 \$ 50 \$ 75 \$ 100

\$

☐ Write us a comment

Next →

[Powered by Donorbox](#)

Become a Trailblazer by making a recurring monthly gift! Your monthly gift will go towards paying off the camp and securing St. Therese's for generations of campers.

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

St. Therese's Camp is a 501(c)3 nonprofit, EIN 45-5486352. All contributions are tax deductible. No goods or services will be provided in exchange for this contribution.



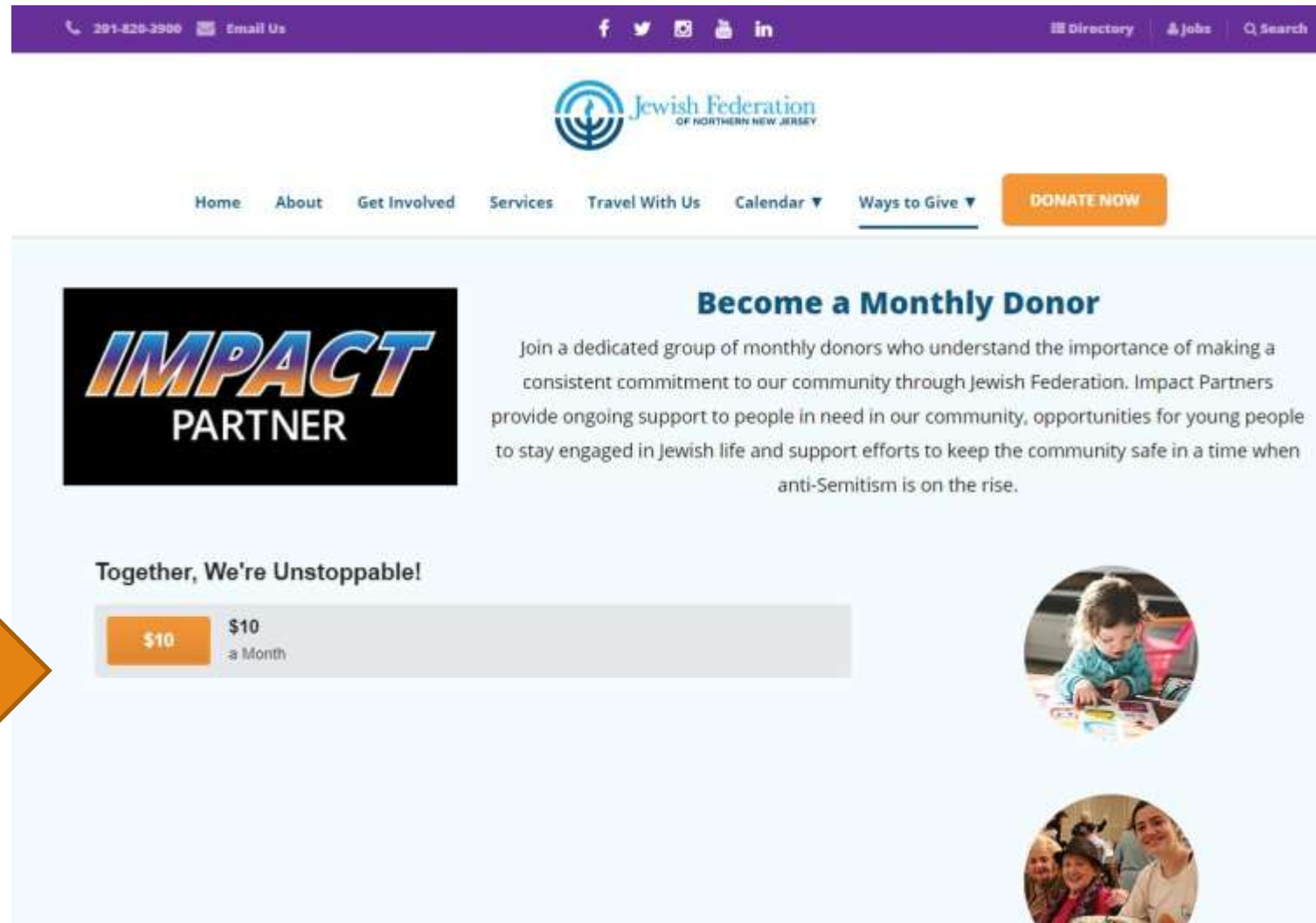
July 29, 2020

Source: sttheresescampak.com

26



Show That Even Small Gifts Are Possible!



The screenshot shows the website of the Jewish Federation of Northern New Jersey. The header includes a purple bar with contact information (201-826-3900, Email Us), social media icons (Facebook, Twitter, Instagram, YouTube, LinkedIn), and links to Directory, Jobs, and Search. Below the header is the organization's logo and a navigation menu with links: Home, About, Get Involved, Services, Travel With Us, Calendar, Ways to Give, and a prominent orange 'DONATE NOW' button.

The main content area features a large black box with the text 'IMPACT PARTNER' in blue and white. To the right, the heading 'Become a Monthly Donor' is followed by a paragraph: 'Join a dedicated group of monthly donors who understand the importance of making a consistent commitment to our community through Jewish Federation. Impact Partners provide ongoing support to people in need in our community, opportunities for young people to stay engaged in Jewish life and support efforts to keep the community safe in a time when anti-Semitism is on the rise.'

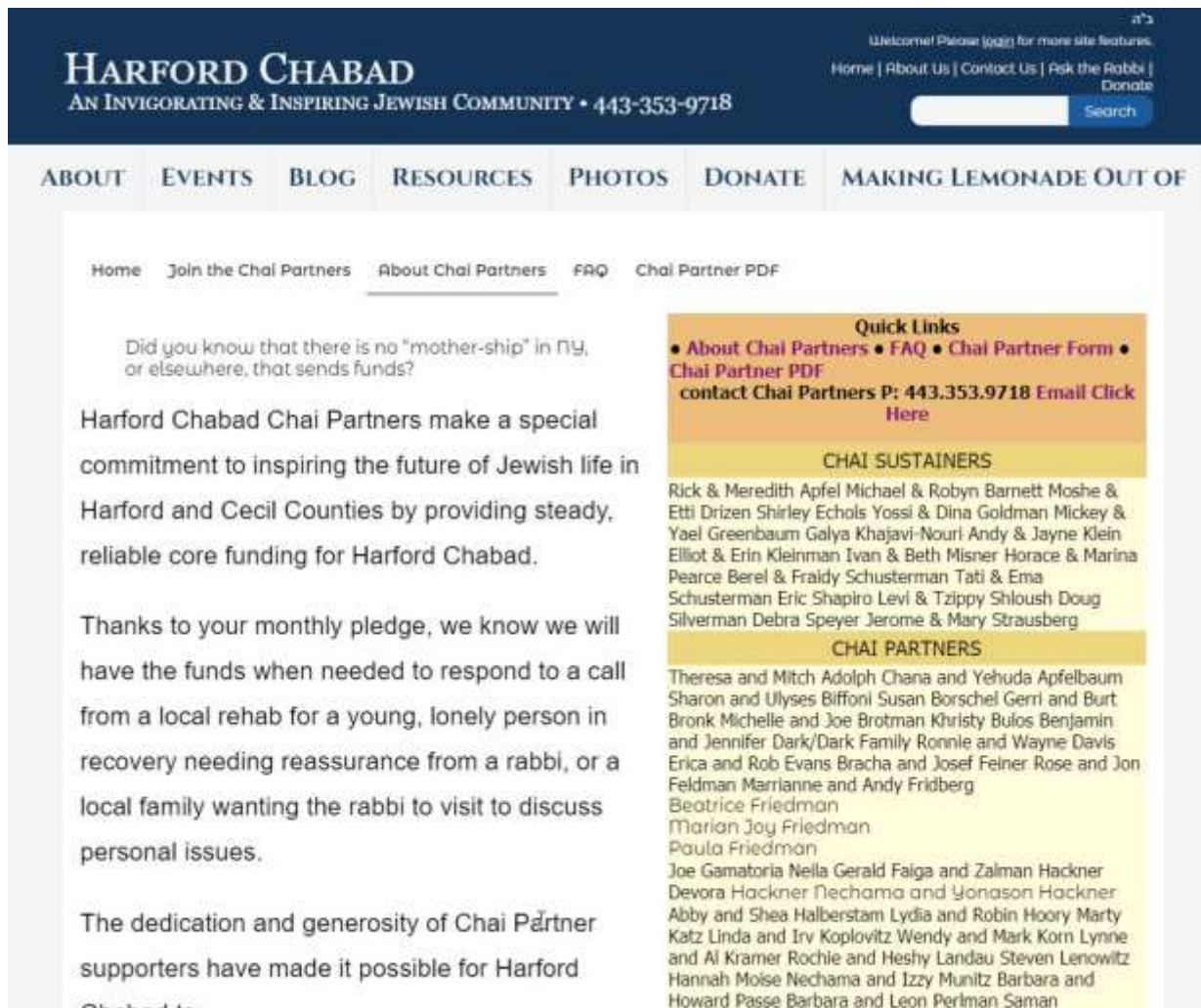
Below this, the text 'Together, We're Unstoppable!' is displayed above a donation selection area. This area contains two buttons: an orange '\$10' button and a grey '\$10 a Month' button. To the right of the text are two circular images: the top one shows a young child playing with blocks, and the bottom one shows a group of people smiling.

Even \$10
makes a
difference



July 29, 2020

Give recognition if permission



The screenshot shows the Harford Chabad website. The header includes the organization's name, a tagline, a phone number, and a search bar. A navigation menu is located below the header. The main content area features a breadcrumb trail, a paragraph about Chai Partners, and a list of sustainers and partners. A sidebar on the right contains quick links and lists of sustainers and partners.

HARFORD CHABAD
AN INVIGORATING & INSPIRING JEWISH COMMUNITY • 443-353-9718

Welcome! Please [login](#) for more site features.
[Home](#) | [About Us](#) | [Contact Us](#) | [Ask the Rabbi](#) | [Donate](#)

[ABOUT](#) [EVENTS](#) [BLOG](#) [RESOURCES](#) [PHOTOS](#) [DONATE](#) [MAKING LEMONADE OUT OF](#)

[Home](#) [Join the Chai Partners](#) [About Chai Partners](#) [FAQ](#) [Chai Partner PDF](#)

Did you know that there is no "mother-ship" in NY, or elsewhere, that sends funds?

Harford Chabad Chai Partners make a special commitment to inspiring the future of Jewish life in Harford and Cecil Counties by providing steady, reliable core funding for Harford Chabad.

Thanks to your monthly pledge, we know we will have the funds when needed to respond to a call from a local rehab for a young, lonely person in recovery needing reassurance from a rabbi, or a local family wanting the rabbi to visit to discuss personal issues.

The dedication and generosity of Chai Partner supporters have made it possible for Harford Chabad to:

Quick Links
• [About Chai Partners](#) • [FAQ](#) • [Chai Partner Form](#) • [Chai Partner PDF](#)
contact Chai Partners P: 443.353.9718 Email Click Here

CHAI SUSTAINERS
Rick & Meredith Apfel Michael & Robyn Barnett Moshe & Etti Drizen Shirley Echols Yossi & Dina Goldman Mickey & Yael Greenbaum Galya Khajavi-Nouri Andy & Jayne Klein Elliot & Erin Kleinman Ivan & Beth Misner Horace & Marina Pearce Berel & Fraidy Schusterman Tati & Ema Schusterman Eric Shapiro Levi & Tzippy Shloush Doug Silverman Debra Speyer Jerome & Mary Strausberg

CHAI PARTNERS
Theresa and Mitch Adolph Chana and Yehuda Apfelbaum Sharon and Ulyses Biffoni Susan Borschel Gerri and Burt Bronk Michelle and Joe Brotman Khristy Bulos Benjamin and Jennifer Dark/Dark Family Ronnie and Wayne Davis Erica and Rob Evans Bracha and Josef Feiner Rose and Jon Feldman Marianne and Andy Fridberg Beatrice Friedman Marion Joy Friedman Paula Friedman Joe Gamatoria Nella Gerald Faiga and Zalman Hackner Devora Hackner Nechama and Yonason Hackner Abby and Shea Halberstam Lydia and Robin Hoory Marty Katz Linda and Irv Koplovitz Wendy and Mark Korn Lynne and Al Kramer Rochie and Heshy Landau Steven Lenowitz Hannah Moise Nechama and Izzy Munitz Barbara and Howard Passe Barbara and Leon Perlman Saman



July 29, 2020

Make it easy to find

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Home | About Us | Contact Us | Ask the Rabbi | Donate

ABOUT EVENTS BLOG RESOURCES PHOTOS DONATE MAKING MONADE OUT OF

Home Join the Chai Partners About Chai Partners FAQ Chai Partner PDF

DONATION OPPORTUNITIES

I'd like to join as a Chai Partner with a recurring gift of:
Any amount is helpful - we appreciate your commitment to the work of Chabad

Gold Chai Partner Amounts:

\$75 (annual 50x chai)	\$150 (annual 100x chai)
\$225 (annual 150x chai)	\$300 (annual 200x chai)

Chai Partner Amounts:

\$36 (annual 24x chai)	\$54 (annual 36x chai)
------------------------	------------------------

☐ Please charge the above amount to my credit card on the first day of the month

CONTACT INFORMATION

Full Name *

Phone Number

Quick Links

- About Chai Partners
- FAQ
- Chai Partner Form
- Chai Partner PDF

contact Chai Partners P: 443.353.9718 Email Click Here

CHAI SUSTAINERS

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Various options

Source: <https://www.harfordchabad.org/templates/articleccdo/aid/3290764/jewish/Join-the-Chai-Partners.htm>

July 29, 2020

29

Offer Other Ways to Send in their Gift



Chai Partners Automatic Monthly Giving

Becoming a Chai Partner is as easy as 1 2 3 and is a convenient and efficient way to make your support of the Jewish community go further.

1. Decide on the amount you'd like to contribute
2. Fill out the Chai Partner Sign Up Form - Complete both sides of the form, following the instructions for your chosen payment method, and return it to Harford Chabad P.O. Box 393 Bel Air, MD 21014.
3. Sit back and relax, knowing you are inspiring a community and making a difference in the future of Jewish life in Harford and Cecil Counties. The monthly gift you select will automatically be contributed to Harford Chabad through your credit card or checking account (like an automatic check), on the first of the month (or next business day).

If you need to change your amount or have any questions, please contact the Chai Partners department.

To Contact Chai Partners

Phone: (443) 353-9718

Fax: (877) 334-3565

Email: info@HarfordChabad.org

online at www.HarfordChabad.org/Contact

Or send a note to:

Harford Chabad

Attn: Chai Partners, P.O. Box 393

Bel Air, MD 21014

THANK YOU

for becoming a Chai Partner and
for your continued support of Harford Chabad

Frequently asked questions

What if I wish to change the amount of my monthly contribution?

You are welcome to change the amount at any time. Simply call, send a letter or email us and we will be glad to assist you.

What if there's a change with my credit card or my card has expired?

Please mail us a note informing us that you changed credit cards and we'll update the information.

What if I change banks?

Please mail us a note informing us that you changed checking accounts and include a voided check from your new account.

When will contributions be withdrawn from my account?

Charges and withdrawals take place on the first of the month. If you prefer a different day, let us know and we will accommodate accordingly.

Note: if the first falls on a weekend or legal holiday the withdrawals will occur on the following business day.

How long will it take for withdrawals to begin?

Depending on the date we receive all your information, generally on the first of the following month e.g., if we receive your information on December 15th, the next withdrawal will be January 1st.

What do I use for tax purposes?

We will be mailing you a giving receipt at the beginning of each year. If at any time you would like a summary of your contributions, please contact us and we would be glad to send one to you.

Do I need to pledge each year to renew my Chai partnership?

No, your monthly draft will continue at the current level unless you'd like to change it or cancel.

Chai Partner Sign Up Form

Yes, I'll join as a Chai Partner and support the Harford Chabad community with a monthly gift of:

☐ \$18 ☐ \$37.50 ☐ \$75 ☐ \$150
☐ other _____

Date: _____

☐ I want to set up a monthly draft from my checking account and have included a voided check from my bank account.

☐ I want the following credit or debit card to be charged monthly

Card Number _____

Expiration Date _____

Name _____

Phone Number _____

Email Address _____

☐ I'd like to be recognized as a Chai Partner

☐ I do not wish to be recognized as a Chai Partner

Signature: _____

Thank you for joining as a Chai Partner!

Please send completed form to:



Harford Chabad
Attn: Chai Partners
P.O. Box 393
Bel Air, MD 21014

Download a form



July 29, 2020

30



Who is giving to you now?

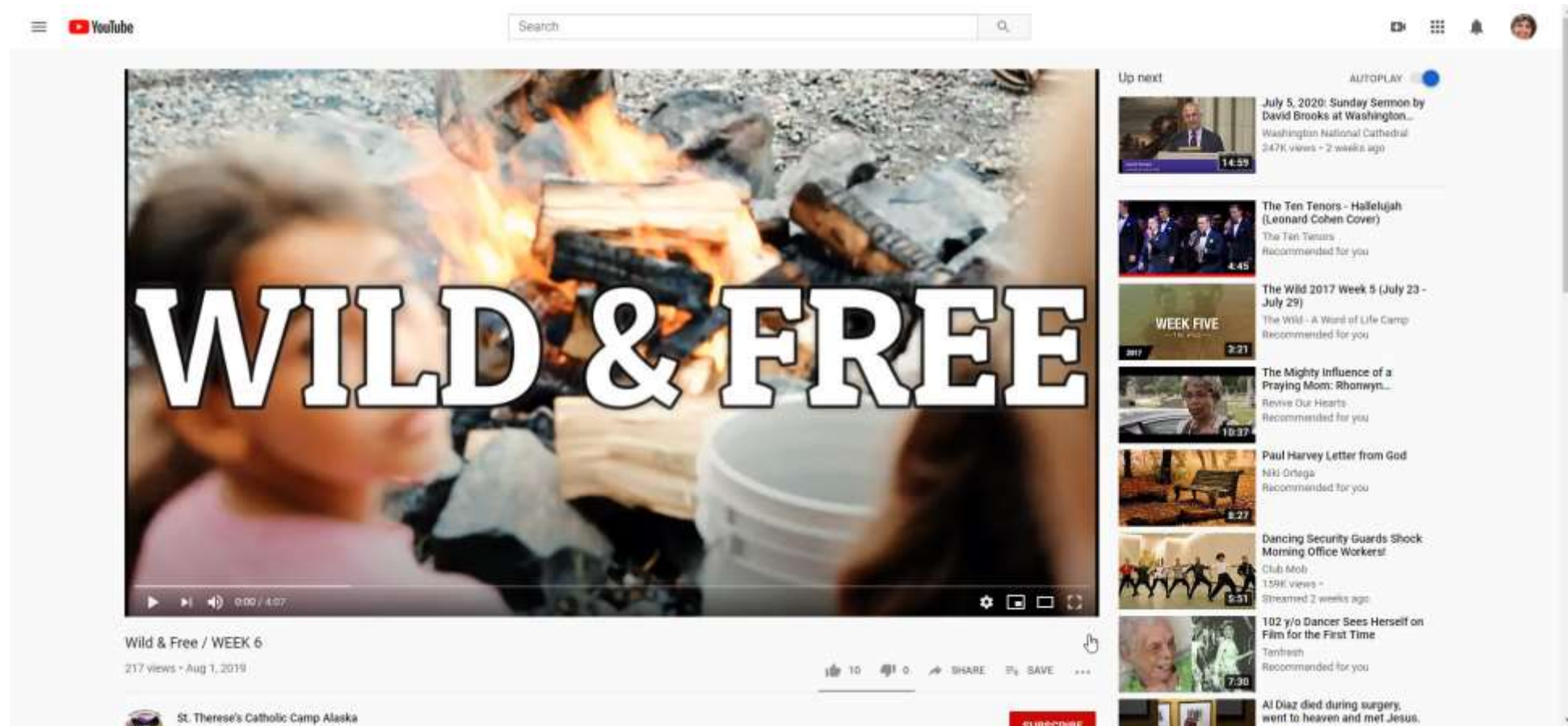


July 29, 2020

31



Share the good times ...



- <https://www.youtube.com/watch?v=6N0o92uPlaI>

July 29, 2020



Repurpose, Repurpose!

[Find It Fast](#) [Log In](#)



URJ
greene
family camp
Inspiring Jewish life in Texas and Oklahoma all year long.

[Summer -](#) [Virtual Programs -](#) [Year-Round -](#) [Israel -](#) [About -](#) [Support](#) [From the Blog](#) [Connect -](#)



Why give to Greene?

[Home](#) [Why give to Greene? - Greene Family Camp](#)



Follow Me to GFC 2018-2019
from URJ Greene Family Camp

04:30 I feel like every day here

vimeo

Support Our Work

- Support Greene
- Why give to Greene?
- Multiple Ways To Give

A lot has been written about the incredible power of Jewish Camp. A summer at GFC is an



July 29, 2020

Use Social Media to Engage, Call To Action, Ask



Make It Clear You're Looking for Monthly Gifts

From: Elizabeth Nielsen, Feeding America <info@feedingamerica.org>
Sent: Tuesday, May 5, 2020 8:04 AM
To: erica waasdorp
Subject: Make a difference for hungry families on #GivingTuesdayNow



Can't view this? [Read it online.](#)

**GIVE
MONTHLY**



Dear erica,

Cars are in miles-long lines at food banks across the country. Thousands of families are reaching out for help for the first time.

This is our new reality, and it is unprecedented. **But so is the support we've received from people like you.**

Today is **#GivingTuesdayNow** – a day dedicated to generosity and caring in the midst of crisis. With so many Americans visiting food banks and many likely to need extra help for weeks and months to come, the urgency is clear.

In the spirit of this special day, please consider making a \$10 monthly gift to Feeding America. Monthly donations are the most effective way to help provide meals for kids and families in the months ahead.

1



#GivingTuesdayNow

Give monthly to help get food to kids and families now and in the coming months

START MY MONTHLY GIFT

The parents and seniors who come to food banks are facing some of the worst days of their lives, and the moment they receive food is such a relief.

We expect the increase in Americans needing help to last for many months. I can't stand the thought of having to turn people away – **we are counting on our monthly donors to help us feed anyone who comes through the door.**

Please make a monthly gift for #GivingTuesdayNow to let families facing hunger know that you care.

These are challenging times, but our communities are meeting this moment with such incredible generosity.

I'm humbled by your support and kindness.

Stay safe,

A handwritten signature in black ink that reads "Elizabeth Nielsen".



Elizabeth Nielsen
Senior Vice President
Feeding America



A DIRECT
SOLUTION

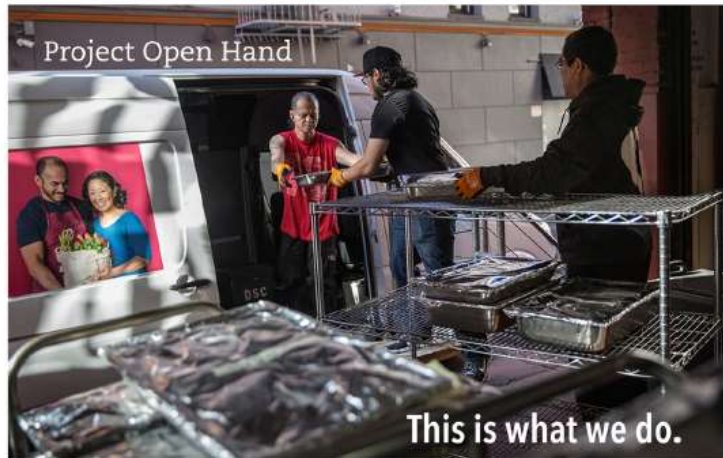


Add Ask To Give Monthly In Your Email

Subject: Project Open Hand Needs Your Support



Project Open Hand
meals with love



Dear Erica,

I need you. We need you. Our clients need you.

Project Open Hand can only serve thousands of clients and can only provide life-saving meals to the critically ill and vulnerable in San Francisco and Alameda Counties with your help.

Now, the coronavirus (COVID-19) and the recent "shelter-in-place" order have drastically impacted our operations.

Normally, 125 daily volunteers fill our facilities, helping to prep and package meals. Now we are dependent on paid staff, finding volunteers who do not fall within the groups at risk of contracting the coronavirus, and we can only purchase expensive, pre-processed ingredients to prepare meals.

Most importantly, this health crisis has impacted the way we deliver these life-saving meals to our clients, many of whom are seniors or have a chronic illness — the most vulnerable groups to catching the virus.

These are uncertain times, and perhaps, one of the most challenging this organization has ever faced. We must be committed to the communities we serve...and we need your help to do it.

Will you give monthly to support us during this critical time?

By supporting us with a **MONTHLY DONATION**, you will help alleviate the increased costs we are facing in the weeks and months ahead to ensure that we continue to get these nutritious meals in the hands of those who need it most.

Yes, I'll make an emergency gift

If you can't give monthly, a **ONE-TIME DONATION** of any size will help us.

We are at a critical moment when action is needed and with your help, Project Open Hand can be ready to respond to do whatever it takes. Will you help?

Thank you for your support!



July 29, 2020

Use a match

Special Update

A few weeks ago, I told you about this tremendous challenge. If we generate 50 new monthly donors by September 30th, **a generous donor will give us an additional \$10,000!**

Maximize your impact



with a matching gift!

I'm excited to tell you that we already have 15 new monthly donors.
One more month to go!

Will you make a difference to a child with a monthly gift today?

It's easy and convenient. You'll make a small gift through your credit card. You can budget your donations and it's a great way for us to plan our programs, because we know the funds will be there.

Just think, how many more kids we can get off the streets with that additional \$10,000.



Thank you!



July 29, 2020

Get and Share testimonials

Consider redesignation of tuition

-Thank you for providing a wonderful week of faith, fellowship and fun for our son and the campers during the first week of camp!! As a parent, I am thrilled and feel so blessed that he had the opportunity to grow in his faith at camp with his friends (old and new) with the guidance of passionate, dedicated staff.

-Thanks again for all of your work for the youth of the church. My girls had a wonderful week and I'm so thankful for this break in the summer for them to grow in their faith and create lasting friendships.

-It was so wonderful to hear the kids talk the whole way home about their amazing week at camp!! Thank you for providing such a fun filled, spiritual strengthening, relationship building week for these three! Thanks again for an unforgettable week!

This is just a small sample of the positive feedback I receive in the course of my conversations with parents. YOU make these wonderful stories possible. Thank you for your critical support for St. Therese's Camp. Here at the end of the year, it's a great time to support the ministry of St. Therese's. Click [HERE](#) make a secure online donation for St. Therese's. Your support today will create lifelong impact in young lives.

Thank you again, and feel free to contact me.

Rudy Poglitsch, Camp Director
campdirector@stthereseak.com
(907) 232-2066

Thank You

Link to monthly only
page



July 29, 2020

Try An Extra Button in Every Email

Make a One-Time Donation

Become a Monthly Donor



The National Humane Education Society

P.O. Box 340

Charles Town, WV 25414

www.nhes.org



July 29, 2020

39

Ask To Give Monthly In Your Email Signature

Help provide more nutritious, life-saving meals to the critically ill in our community by [joining The Supper Club](#)

Follow us on     at @ProjectOpenHand / #FoodisMedicine #MealswithLove

FOOD=LOVE



July 29, 2020

40





Keeping The Monthly Donors You Have



Recognize Your Monthly Donors, even in Extra Gift Ask

From: Virginia Briggs Dungan <development@nhes.org>
Sent: Tuesday, May 5, 2020 8:19 AM
To: erica waasdorp
Subject: Dory needs you, erica



NHES Spring Matching Gift Challenge

Right Now:

Double Your Impact

\$25 becomes \$50

\$50 becomes \$100

\$100 becomes \$200

\$250 becomes \$500



Dear erica,

Thank you so much for your ongoing monthly gifts. Because of you, we're able to be at the ready for the animals, especially during this coronavirus crisis.

Today is GivingTuesdayNOW, a global day of giving to support all organizations struggling with the impact from Covid-19.

I hesitate to ask because you already do so much. But would you consider an extra gift to support NHES and the animals in our care on this special day of giving?

Even with the shelter closed for the general public, we continue to receive animals and we must be there for the dogs and cats you and I care so much about.

The good news is that your gift today will be worth twice as much, thanks to the Spring Match. Will you please consider a special gift today?

Thank you,

Virginia



July 29, 2020

Use the Phone!



**Just call to say
Thank You,
especially Now!**



July 29, 2020

43



Write Thank You Notes

- Don't worry about branding
- Personal looking is best
- It shows you care about your donors





What do you do when monthly donors stop?

Look at Annual Value At Risk

	# of Monthly Donors Reactivated	Average gift	Average Yearly Gift	Cumulative
Totals	10	\$18	\$216	\$2,160



Pay Extra Attention To Your Soft Cancels



Donors Want To Keep Giving!



Make That Courtesy Call to Follow Up on Soft Cancels

- Thank
- Offer solution
- Thank again
- If voicemail, leave a message of thanks



Source: <https://www.adirectsolution.com/go/ebook-monthly-donor-retention-play-book/>



Have a Phone Script Ready

Telephone script to leave a message with donor

If you can't reach a live person, here's the preferred message to leave:

Hello, mr./mrs. Last name,

I'm **name of caller** of Duffy Health Center.

First, I'd like to thank you so much for your ongoing monthly gifts. You're helping those at risk of becoming homeless, right here on Cape Cod.

I'm also calling because I tried charging your card for your monthly gift of \$**amount**, but it did not seem to go through for some reason. Perhaps you have a new card?

Would you please give me a call at your earliest convenience at 508-771-7517, ext. 169 between 9 a.m. and 5 p.m., so we can update your information? That would be terrific.

Thank you so much for your continued support with your monthly gifts as a member of our Community of Hope. Have a wonderful day!

Source: <https://www.adirectsolution.com/go/ebook-monthly-donor-retention-play-book/>



Even One Call A Day Can Make A Difference!

“I began calling lapsed monthly donors. Of 48 completed calls, 24 re-activated. Some had been lapsed for 5 years or more.

“The calls don't take very long. I schedule one per day, and if I miss a few days it's easy to catch up. I stay a half-hour late one day a month to try to catch people who I can't get hold of.

“I've gleaned valuable information from people who say 'no'. “

Source: Natalie Lanoville, Jewish Family Services, Canada





**The Next Step Is
Up To You!**



What if You Had More Monthly Donors?

	# of Monthly Donors	Average gift	Average Yearly Gift	Cumulative
Totals	100	\$18	\$216	\$21,600
Totals	200	\$36	\$432	\$86,400
Totals	500	\$54	\$648	\$324,000

Source: 2020 M&R Strategic Benchmarks, A Direct Solution





**Monthly Donors Can Truly Be
Your Friends for Life! Start asking now!**



All pictures, courtesy of Pixabay, unless otherwise indicated





**“The best time to
plant a tree was
20 years ago.
The second best time
is now.”**

– Chinese Proverb



July 29, 2020

Camp Whitman, All pictures, courtesy of Pixabay, unless otherwise indicated

54



For Follow Up Or Questions, Contact Erica

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



erica@adirectsolution.com

www.adirectsolution.com

#MonthlyDonorMonday, Blogs, Monthly Giving Help Line



July 29, 2020

55