



Your Partner in Raising Funds

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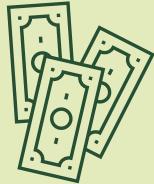
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18 Tips and Stats for your Monthly Giving Program



1. Donors that set up recurring donations give

42%
more annually,
compared to one-time
donations.



2. In 2016, revenue from online monthly giving grew

23%

compared to 13%
growth for one-time
giving.



3. Monthly giving accounted for

16%

of all online
revenue in
2016.



4. Pre-selecting monthly giving on your donation page

can increase
conversions of
monthly donations
up to **35%**

5. Give your monthly giving group a name!

Naming it makes
the members feel
a part of a larger
community that is
making a difference.



6. Provide a unique stream of communication.

Monthly donors like to
hear stories about the
impact their recurring
gifts are making.



7. Renew lapsed monthly donors.

Set automated
emails that
launch before a
donor's credit
card expires.



8. Create an email welcome series.

This is critical to
demonstrating their
impact and making
them feel like valued
members of your
giving community.



9. Welcome Kits should always include monthly giving information.

If yours are
pre-printed,
add an insert!



10. Upgrade monthly donors.



You can send
emails encouraging
them to upgrade
their gift 6-9 months
after signing up.

11. Dedicate a person or team to be a contact point.

Send personal
thank you notes
to new monthly
donors.



12. Offer incentives in return for recurring gifts.

These can be
physical premiums,
event invitations, or
a unique newsletter.



13. Thank your donors – provide year-end summaries that reinforce the value of monthly givers.

Send thank-you notes,
call high-dollar donors
and thank personally.



14. Use your newsletter to promote monthly giving.



It's the perfect place to
share resources, donor
testimonies, and a personal
contact of someone donors
can talk to.

15. Create a unique “shopping list” for your donors so they can see exactly what their monthly gift is going toward.



If possible, convert down
to daily amounts to make
gifts seem very achievable.

17. Track donations and how new monthly donors are converted through the mail, a specific web page, etc.



18. Optimize your website for monthly giving.



Add monthly giving language
on the homepage, donation
page, and most visited
site pages. Include a page
just for monthly giving.