

Your Partner in Raising Funds

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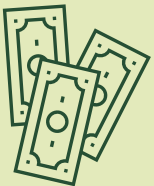
18 Tips and Stats for your Monthly Giving Program



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.

16. Include monthly giving information in acknowledgements.

Even a #10 size brochure can be inserted at no extra postage cost.



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.



Raising Funds to Change the World