How to Make your Monthly Donors Leap to the Next Amazing Level!

Photos: Pixabay unless otherwise indicated

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:

Source: Donor Trends, AFP Fundraising Effectiveness study 2017
Donor Retention Rates improve

After…

Source: DonorPerfect users
Huge Potential

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

Source: Blackbaud Generational Study and Penelope Burk Donor Survey 2017
60% of Young Donors Give Monthly

Source: Penelope Burk, Donor Survey 2017
They give more $$$

<table>
<thead>
<tr>
<th>One time gifts</th>
<th>$70</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly gifts</td>
<td>$252</td>
</tr>
</tbody>
</table>

Source: M&R Strategic 2018
They’re part of your giving pond!

Source: Jeff Brooks
Step 2: Prepare
One Person in Charge

Keeps Program on Track
Add monthly to one-time page
Create monthly only page

As little as 80¢ a day can make a difference.

Join CRS’ Footsteps in Faith monthly giving program and become a part of sustainable, long-term solutions around the world.
Yes, you can use PayPal
Auto-responder, Email Thank you

Thank you for becoming a monthly donor!

We are honored 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,
Offer great donor support
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.
Tell monthly donors what they can expect

Become a Golden Guardian for As Good as Gold today and enjoy these benefits:

- An easy way to make your gift monthly
- Automatic donation from your credit or debit card
- The knowledge that your donation will immediately help rescued goldens
- E-mail receipt each time a donation is charged
- Complete statement provided for tax purposes in January
- Regular updates about how you’ve changed the lives of rescued goldens
- The ability to change your donation at any time
Thank you!

Gratitude. Let me start there.

Do you know how important the gift is that you just made? Your donation of $10.00 a month will impact someone’s life. It might be a student who receives a mentor at just the right time. Or a family that is able to stay in their home despite a financial crisis. Or an older who receives a hot meal and transportation to a medical appointment. You all matter to this community.

You’ll be hearing from me again with the facts and figures, the stories about people you’ve helped. I hope when you receive a communication from us, you’ll read it. It’s meant for you.

Meanwhile, know that you are a valued member of our Cape and Islands United Way family. Call us with your ideas — 508-775-0746, email us with ideas — united@unitedwaysicap.org. Interact with us on social media. Your voice is needed as much as your donation.

I started with gratitude — and I’ll end there as well. From all of us, and all those who help, thank you for your ongoing commitment as a #Unwavering donor.

Sincerely,

Barbara

President & CEO

Society of Animal Welfare Administrators
Leaders Committed to Excellence

A DIRECT SOLUTION
Make it Personal
Implement Account Updater

Before Account Updater

- 19% failed
- 81% Successful

After Account Updater

- 4% failed
- 96% Successful

Source: Donor Perfect Account Updater
Create separate segments
Step 3: Make it easy!
Easy to Find
Take over the home page!
START A MONTHLY GIFT

Nancy, a 4-year-old from Guatemala, desperately needs your help. All across the Caribbean and Latin America children like her 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.

GIFT AMOUNT

Select Monthly Amount:

- $36.50  Feed 10 children a month
- $18.25  Feed 5 children a month
- $3.65   Feed 1 child a month

Or enter your own amount
Give examples

What your monthly gift means to animals in need

$25 MONTHLY
Your gift can provide an unruly dog with behavioral and enrichment training at the ARL to help him or her be successful in a new home.

$50 MONTHLY
Your gift can provide an injured stray cat with the emergency medical treatment that he or she needs to become well again and get a chance at a better life in a new home.

$84 MONTHLY
Your gift can provide the ARL’s rescue services team with the resources to respond when an animal is lost, trapped, seriously injured, or suffering. Donating at this level will also qualifies you to become a member of ARL’s President’s Council with exclusive access to events, educational opportunities, and more.
Include EFT if you can!
Add Form Online

Community of Hope Frequently Asked Questions

Q. How does joining as a member of the Community of Hope work?
A. Monthly donations help you build a monthly gift into your charitable and planned giving account to Duffy Health Center. It's a convenient way to show your support of our programs serving people who are at risk of homelessness.

Q. How will you use my monthly gift?
A. Monthly gifts are used to support our ongoing programs and services that help people in need. Your gift helps us continue our important work.

Q. How can I change my monthly gift?
A. Simply log in to your Duffy Health Center account and adjust your monthly gift amount.

Q. How will I receive my monthly gifts?
A. Your monthly gifts will be sent to your email address or mailed to you.

Q. Will I still get updates about Duffy Health Center?
A. Yes, you will receive regular updates about Duffy Health Center's programs and events. You can also sign up for our email newsletter to stay informed.

Q. How do I join the Community of Hope program?
A. To join, fill out the donation form and submit it to Duffy Health Center. You will receive updates and newsletters about our programs and events.

Thank you for joining the Community of Hope!
Put Monthly Front and Center

Ways To Give

Girls and boys are counting on you to support our mission and donate for children. Save the Children works in the world’s most vulnerable places, from America to Zimbabwe—saving one child at a time. And we can’t do it without you. There are so many ways to give to Save the Children. Donate online or through our many other ways to donate. We’ve made it easy to help in ways that work for you.

- Make a One Time Gift
- Become a Monthly Donor
- Children need your help today! With your donation you can save lives and deliver life-changing support to children that need it the most.
- Join a special group of monthly donors that give children the confidence of knowing that life-saving support is always near.

Logging Miles
CEO Blog

Make a One-time Donation
Make a Monthly Donation
Ways To Give
Donate One Time
Make a Memorial Gift
Donate Monthly
Make a Gift Donation
Shop the Gift Catalog
Sponsor a Child
Planned Giving
Give Stock
Corporate Matching Gift
Boost Your Support for Children in Need With a Tax-Smart Gift From Your IRA
Workplace Giving
Your Dollars at Work
Crowdfund
Other Ways to Help
Ask donor to Share
Ask donor to help promote
Use your email signature

**Director of Advancement**

www.bbbacman.org

**Be a ROCKSTAR!**
Support Big Brothers Big Sisters of Central Mass/ Metrowest with a monthly donation starting at $10 and make a long-lasting impact. **Click here to become a ROCKSTAR today!**

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[Social Media Icons]
Monthly Giving online is growing!

Online Fundraising Revenue Growth by Transaction Type
(Total Online Transaction Revenue Year-Over-Year Change)

- **Total Fundraising**: 10.2%
- **First-Time Donations**: 6.7%
- **Repeat Donations**: 11.7%
- **Sustainer Donations**: 20.4%

Source: Blackbaud Luminate Online 2017 Benchmarks
Step 4: Ask as often as you can
Dear [first name/supporter],

A few days ago, you made a special contribution to Human Rights Watch. I wanted to tell you again how grateful we are for your financial support and for all the ways you defend dignity and human rights in this world.

I’m writing to let you know about an opportunity to deepen your commitment to the cause of human rights, on your budget.

It’s called Human Rights Watch Protectors, a group of dependable allies who stand with us all year long, no matter what. Through affordable, steady monthly contributions, Protectors give us the reliable funding we need to fight the greatest human rights challenges of our time.

[first name], I hope you will become our next Human Rights Watch Protector.

In appreciation of your monthly commitment of $25 or more, we’ll send you a FREE Human Rights Watch tote bag so you can show off your support of human rights whenever you want!
Dear Erica,

What can you do with $10 a month?

Healing, hope, and a future for a golden!

You can make a difference to a golden retriever today with the amount you spend on lunch at your favorite restaurant. Because you $10 a month helps our rescued goldens get the care and love they need to lead happy, healthy lives.

That’s why I invite you to join Golden Guardians. This special group of As Good as Gold supporters make small, monthly donations to provide ongoing funding so we can mobilize quickly to rescue golden retrievers in need.

[Join Golden Guardians with your recurring gift here]

You choose the amount that’s automatically charged to your credit or debit card, and you choose where you’d like your gift to be used.
You'd help dogs like Clifford.

He was surrendered when his owner could not afford his medical care. The lovable "Ee Red Dog" had severe skin allergies that had gotten out of control and became infected.

We also discovered that he had hip dysplasia, so this poor boy was in a lot of pain.

After a few months of treatment, Clifford was feeling so much better. He started to love his long walks in the park. A terrific family fell in love with him, and Clifford's happily-ever-after life began.

Golden Guardians provided the ongoing revenue we needed to start Clifford's medications right away. You can join with any amount that fits your budget. Here's how your gift makes a difference:

- $10 each month prevents heartworm infection
- $25 each month reduces the number of homeless pets through a spay or neuter
- $50 each month provides basic veterinary care for one golden

After you join, you'll receive a monthly email receipt, and we'll send you a story and photo of a dog whose life was changed by your gift. And in January, you'll receive an annual statement of your donations for tax purposes.

Through your support, we know the funds are there to provide the crucial medical care for the golden we rescue 12 months a year. Just click here today.

Thank you.

Tamara Roush
Individual Giving, Fundraising Coordinator
Be a hero!

erica, are you concerned about the growing threats to nature and looking for a way to help protect the environment? I invite you to join a special, committed group of people who make a difference for wildlife and wild places around the world all year long.

Become a monthly member of WWF for just 60 cents a day, and, together, we will build a future where people live in harmony with nature.

COUNT ME IN! >>

Dear erica,
We’ve set an ambitious goal for our monthly giving program, Friends of Heifer — getting 500 new members on board this August.

The good news for you, Erica, is that there’s still time to join. And, if you do it today, we’ll DOUBLE your first gift.

As a Friend of Heifer, your support will give us the security and strength to plan smartly for the future — maximizing the help we can offer families in need.

With your first month’s gift matched, there is no better time to join than today.

Your first gift DOUBLED.

Give Today

Don’t pass up this unique opportunity to help us lift families out of poverty. Join Friends of Heifer today and we’ll DOUBLE your first month’s gift.

Become a Friend of Heifer today.
First email

CHOOSE YOUR LEVEL OF SUPPORT AND IT AUTOMATICALLY DOUBLES EVERY MONTH:

$27.50 = $55
For the next 12 Months!
Provides 12 pets with critical vaccinations against life-threatening illness
GIVE $27.50/MONTH

$35 = $70
For the next 12 Months!
Gives 12 animals critical grooming care to help address painful issues
GIVE $35/MONTH

ERICA, meet Pretty Kitty. You probably agree, her name holds true to her name, but sadly neurological deficiencies left her shy and in need of special care — the kind of care that only North Shore Animal League America can provide.

It takes ongoing, steady support to ensure pets like Pretty Kitty get long-lasting care like this — and that’s why long-time donor and friend, Jacquelyn Zehring, is generously offering to match your monthly gift for an entire year.

Are you ready to share your love year-round?
Second email a few days later

Mr. Sneed survived a puppy mill

Double your year-round support for suffering pets.

MATCH YOUR MONTHLY GIFT

ERICA, no matter what, we stand by our promise to every dog and cat we rescue, that they be given the care they need to recover from, oftentimes, unspeakable cruelty and torment.

You can help us double down on this promise right now — by becoming a monthly donor.

If you join today, your monthly gift will be matched all year by Jacquelyn Zehleng, a generous donor who has been a loyal friend of North Shore Animal League America since the mid-70s — and a friend to animals her entire life. She knows how crucial long-term, stable support is for pets like Mr. Sneed, and that's why she's inviting you to take part in this chance to help them.

Mr. Sneed is a handsome little Shiba Inu mix and came to us with 61 other mistreated dogs from a puppy mill. Our on-site vet, Dr. Amanda Fisher, recalls how painful leg abnormalities left him “barely able to bend his knees…”

Double up for their recovery
Ask in final email just before deadline

ERICA, you're reading this note without a moment to spare: Today is your very last day to **double your monthly impact for pets in need** for an entire year.

Jacquelyn Zehring, an incredibly generous donor, is promising to match your next 12 monthly gifts until midnight tonight.

So please double down on your compassion for saving pets — commit just $27.50 a month now, and it means $330 worth of lifesaving power every month for a year.

**MATCH YOUR MONTHLY GIFT**

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Donate with confidence:

- **Charity Navigator**
- **GuideStar**

80 cents of every dollar goes directly to animal program services.

**GIVE MONTHLY**

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**LAST CHANCE TO MATCH**

Double down for pets by midnight.
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
Engage young people

Brittany on Giving Monthly

https://www.youtube.com/watch?v=JJUovCqGMRs
Tell donor how easy it is!

Simplify your life...

https://www.youtube.com/watch?v=Gmx6Qkkuj0&feature=youtu.be
Reinforce in enewsletter

Double Your Support All Year!

It takes ongoing, steady support to ensure pets like Pretty Kitty get the care they need — that’s why long-time donor and friend, Jacquelyn Zehring, is generously offering to match your monthly gift for an entire year!

DONATE NOW

Rescue Stories

Collaborative Rescue

Animal Lover

Monday Morning Messiahs

Leaders Committed to Excellence

Society of Animal Welfare Administrators

A DIRECT SOLUTION
Ask petition signers for the next step
Convert complaining donors

Of course, I’ll take care of this for your right away...

But did you know that there’s another way to support the animals you care so much about without having to worry about the mail?
Join a special group of donors who are the heart and soul of our mission. As a Humane Hero, your monthly gift provides a reliable financial foundation so we can mobilize quickly and help animals in desperate need. Please make a monthly gift to help support this lifesaving work year-round.

Your monthly gift will help rescue and protect more animals from cruelty and neglect, shut down puppy mills, end animal fighting rings and so much more.

SECURE.HUMANESOCIETY.ORG
Not affiliated with Facebook

Donate Now

50 Comments 180Shares 73K Views
Search Ads

Diabetes.org - American Diabetes Assoc®

Imagine A World Without Diabetes. Your Gift Could Help Find A Cure!

Give In Honor

Make A Monthly Gift

Donate To STOP DIABETES®

Give In Memory
Add to your print newsletter

Wildlife and wild places need you. Become a Wilderness Guardian today!

Our natural world—the clean air, safe drinking water, and wildlife and wild places we love—are under attack. We need you now more than ever. Wilderness Guardians are a dedicated group of Sierra Club members who provide critical support by making monthly donations. Monthly giving is an easy way to make a difference every day. With your help, we will be able to keep fighting around the clock to protect and preserve our environment for generations to come.

BECOME A MONTHLY DONOR AT SIERRACLUB.ORG/WGJOIN OR CALL 415 977-5500
Add to Your Appeal Reply Form

With your support, we can help even more animals.

WITH A GIFT OF: THE ASPCA CAN PROVIDE:

$40 Food for 2 abandoned dogs or cats for 3 weeks.

$60 Vaccinations for 16 homeless cats and dogs.

$100 Spaying or neutering for a shelter pet.

☑️ YES! I want to help the ASPCA stop cruelty and save the lives of more helpless animals.

☐ $20 ☐ $40 ☐ $60 ☐ $100 ☐ Other $_____

☐ Check here to make this a recurring monthly gift. (PJ3SCCR12)

To make your gift online, please visit membersaspc.org

Erica Waasdorp
30 Frazier Way
Marstons Mills, MA 02648-1866

Please provide your telephone number: (   )____-______
Combine your Channels
Step 5: Engage and Upgrade
Keep Engaging your monthly donors

- Ask
- Retain
- Engage
- Thank
FRED IS WALKING!!

In our last email, you learned about an owner dropping off Fred at a shelter because Fred couldn’t walk. GABR took him in and had surgery done a few days later. You recently saw a video of Fred in a water therapy pool:

Now Look At Fred!!

Fred

FRED IS WALKING BECAUSE OF YOU!
The best way to guarantee that the next Basset like Fred will
Tell warm and fuzzy stories

Forwarded message
From: Trees for the Future <info@treesforthefuture.org>
Date: Tue, Feb 27, 2018 at 1:00:00 PM
Subject: Your Sustainers' Circle Monthly Update
To: trees@treesforthefuture.org

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Thank you so much for being a part of the Sustainers' Circle.

Your monthly support makes a big difference for our environment and our farmers. As a token of our appreciation and as a perk for being a member of the Sustainers' Circle, we will be sending you updates on how your donation is being put to work in our projects around Sub-Saharan Africa.

See How You've Helped Safia

Ending her second year as part of the Trees for the Future forest garden program in Tanzania, Safia Bakary looks forward to her vegetables supplying her family nourishment and selling the rest at market. She will grow okra, pumpkin, amaranth, and spinach, alongside her current yields of sunflowers, maize, and chickpeas. Through her trainings with Trees for the Future, Safia's land has been given a renewed purpose—she plans and plants things thoughtfully to maximize her land while improving the soil's health.

Moreover, she enjoys the camaraderie of her farmer group and the benefits and services among the group. With the proceeds from selling vegetables at market, Safia is establishing savings for the first time, hoping to provide her children with an opportunity to achieve a higher education. Thank you for making this possible for Safia and her family!
Include in thank-a-thon

Engage your board and volunteers
January 24, 2018

Erika Wisselkop
30 Practice Way
Mashpee, MA 02649-1805

Dear Mrs. Wisselkop,

Thank you for your generous commitment to be a monthly donor. You belong to a special group of very loyal supporters. For your records, your total contribution to the Cape Cod Times Needy Fund for January 1, 2017 through December 31, 2017 was $145.00.

Your monthly gifts to the Needy Fund are deeply appreciated by those who most need temporary financial assistance on Cape Cod. As a result of your generous donations, we have been able to answer more than 7,000 phone calls a year and extend financial assistance to over 3,500 Cape Codders. Your gifts give those in need a chance to recover from temporary hardships by providing food, medicine, housing and other critical support and helps keep your neighbors employed, housed, healthy, warm and safe.

Thanks to you, our community is stronger, and I can assure you that the Needy Fund will always be there in times of need. You represent the best help Cape Codders can have. On behalf of all the individuals and families on Cape Cod and the islands who will receive much-needed assistance from the Needy Fund during the coming year, I extend a heartfelt thank you for your generosity.

Sincerely,

[Signature]
President

The Cape Cod Times Needy Fund, Inc. is a 501(c)(3) organization as determined by the Internal Revenue Service. Gifts are tax-deductible. No goods or services were given in exchange for this contribution.
Dear [Name],

2017 was a turbulent year for children. The global refugee crisis raged on, forcing millions to leave everything behind to escape conflict and persecution. Catastrophic hurricanes left children in Texas, Florida and Puerto Rico without power, clean water and sometimes even a home.

At the same time, persistent poverty and inequality threatened the many gains children have made in our communities around the world.

It’s enough to make you wonder — are things getting any better for children?

Thanks to your generosity, I can say with confidence — yes, things are getting better. Every day, your support helps ensure that children grow up healthy, educated and safe. We made great strides for kids in 2017, and I can’t thank enough.

Thank you for all you made possible for children last year.

[Sign off]

Society of Animal Welfare Administrators
Leaders Committed to Excellence

[Logo]
Ask for Testimonial
Send Survey
Ask for Special Gift in tax letter
Ask to Convert to EFT

Make Your Membership Go Even Further!

There is one quick and easy thing you can do to simplify your giving, and it won’t cost you a dime – make a switch in your monthly contribution from your credit card to an automatic deduction from your checking account.

Making the switch means that more of your donation will go to the programs you love, because WNYC will save on administrative and processing costs – plus you’ll never have to worry about updating your credit card.

Simply fill out the back of this form and return it in the enclosed postage paid envelope, or call our Member Services Team to make the switch by phone at 888-376-9692.

It won’t cost you a dime... but it will mean the world for WNYC. Please make the switch today!
Ask for a gift in Will

Planned Giving Options

Bequest from Your Will

Including the ASPCA in your will or trust is a meaningful way to help us continue to serve animals in need. Many of our programs and services have benefitted from individuals who had the foresight to include the ASPCA in their estate plans.
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>
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</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 ...
How will you grow your monthly donors?

Here’s my challenge to you:
Set your goals

Monthly Giving Calculator

Enter the Number of Active Donors and the Average Monthly Donor Amount to calculate your estimated monthly giving revenue:

| Number of Active Donors (last 24 mos.): | 1,222 |
| Average Monthly Donor Amount:          | $20   |

<table>
<thead>
<tr>
<th>Conversion Percentage:</th>
<th>3%</th>
<th>5%</th>
<th>9%</th>
<th>12%</th>
<th>15%</th>
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<tbody>
<tr>
<td>Number of Monthly Donors:</td>
<td>37</td>
<td>61</td>
<td>110</td>
<td>147</td>
<td>183</td>
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<tr>
<td>Monthly Revenue</td>
<td>$733.20</td>
<td>$1,222.00</td>
<td>$2,199.60</td>
<td>$2,932.80</td>
<td>$3,666.00</td>
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<tr>
<td>Annual Revenue</td>
<td>$8,798.40</td>
<td>$14,644.00</td>
<td>$26,395.20</td>
<td>$35,193.60</td>
<td>$43,992.00</td>
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Note: This calculator is prepared to be an indicator of the potential for monthly donors using the numbers in your database. This does not include cost and does not take donor attribution into account.
Do just these 3 things…

1: Get testimonials

2. Set your goals

3. Start asking for monthly donations

Email me: erica@adirectsolution.com
Erica Waasdorp
erica@adirectsolution.com
508 428-4753
www.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?