

Executing a High Performing Monthly Giving Program

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Taking positive steps to reduce gift and donor losses is the least expensive strategy for increasing net fundraising gains. AFP Fundraising Effectiveness Study

Why Monthly Giving Matters

Monthly giving is powerful because the combined effect of high donor retention and high revenue per donor creates high lifetime value. Donors give 3,4, and 5 times more. Note: Check out the sustainer value calculator at applebyarganbright.com

What is monthly giving? (Think “no more renewals, annual or 12 months.”)

- It’s referred to as monthly, recurring, evergreen, perpetual, etc.
- Donors make a fixed **monthly** gift that recurs without a predetermined end date.
- Gift is incurred by automatic bank account withdrawal (electronics fund transfer or debits) or credit card.
- Giving continues until the donor opts out.

To succeed, you must be willing to adopt new best practices and dump old outdated practices. Commit to maximizing the use of your technology. New practices include:

1. Implementing monthly giving as the primary fundraising model within your individual giving program.
2. Making “monthly” the standard frequency of donations.
3. Setting up each donor’s gift as recurring without a predetermined end date.
4. Creating a new plan for processing monthly gifts and maximizing and adapting technology to accommodate this new program. Know your CRM!
5. Taking an integrated multi-channel strategic approach. No channel stands alone.

Getting started means creating and executing plans to...

1. Convert existing one-time annual donors to monthly. Use telemarketing. Test the message, gift amount, internal systems and telemarketing vendor. Expand into renewal and lapsed donor mail program with findings from telemarketing.
2. Recapture expired credit cards. Use a multi-channel recapture series, get ahead of expiration dates and consider an account updater service.
3. Ask monthly donors to upgrade on a regular basis.
4. Provide a special communication plan for monthly donors (new, current, former).
5. Maximize online giving experience for monthly donors. Try it out yourself.