


## Monthly Donor Programs 201:

Take your Camp to amazing new heights

Presented by  
Erica Waasdorp, President  
A Direct Solution



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### About Erica Waasdorp

- Philanthropoholic
- President, *A Direct Solution*
- Raised millions of monthly giving dollars
- Reader's Digest 'graduate'
- Author, Blogger, Presenter



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## Step 1: Commit



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**Monthly donors are:**

- Small
- Committed



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From STRENGTH to STRENGTH

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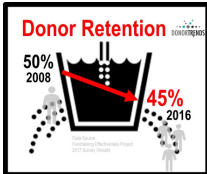
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**Donor Retention Rates Improve**

Before monthly gifts:



**Donor Retention**

50% 2008

45% 2016

Sources: Donor Trends, AFP Fundraising Effectiveness study 2017

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**Donor Retention Rates improve**

After...



**90%**  
EFT Donor  
Retention Rate\*

Sources: DonorPerfect users

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### Huge Potential

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



Blackbaud Generational Study and Penelope Burk Donor Survey 2017



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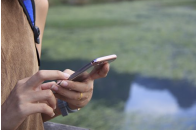
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### 60 % of Young Donors Give Monthly



Penelope Burk, Donor Survey 2017



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### They give more \$\$\$

Single gifts only (mail)	\$58
Monthly gifts	\$288

Source: M&R Strategic 2017



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**They're part of your giving pond!**

Source: Jeff Brooks

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**Step 2:  
Prepare**

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**One Person in Charge**

Keeps Program  
on Track

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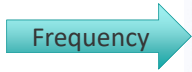
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### Add monthly to one-time page



**NOKID HUNGRY**  
 Hanger Hurts Kids in the U.S.  
 Discover how you can help us provide nutritious meals to children who are hungry.  
 You can make a one-time donation or you can make a recurring donation. For just \$10, you can support a child with up to 100 meals.

SELECT GIFT AMOUNT  
 \$10 \$20 \$30 \$40 \$50 \$60 \$70 \$80 \$90 \$100 \$150 \$200 \$250 \$300 \$350 \$400 \$450 \$500 \$1000 \$2000 \$5000 \$10000

SELECT GIFT FREQUENCY  
 One-time Monthly

CONTACT INFORMATION  
 First Name Last Name Email Street City State ZIP Country

PAYMENT INFORMATION  
 Payment Method:  Credit Card  PayPal  
 Card Number Expiration Date Payment Code Verification Code



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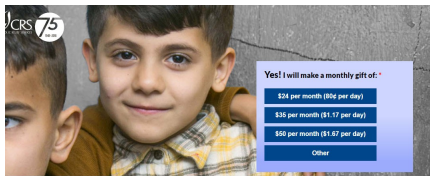
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### Create monthly only page



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.

Donor Information

Title: \*

First name: \*



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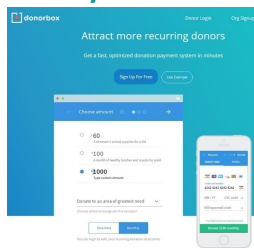
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### Yes, you can use PayPal



An Experience Made for Donors.



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### 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,



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### Offer personal contact

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](mailto:champions@capeabilities.org).



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Tell monthly donors what they can expect

AS YOUR PARTNER, WE'LL SHARE:



STORIES OF NEIGHBORS YOUR BUSINESS



NEWS ABOUT OUR LOCAL PROGRESS



HOW YOU SUPPORT OTHERS



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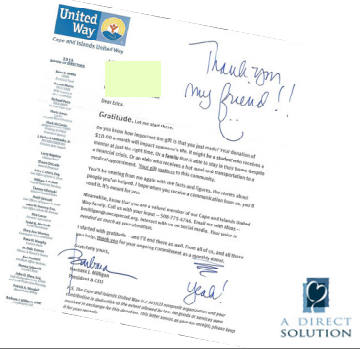
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### Mail Postal Thank you!




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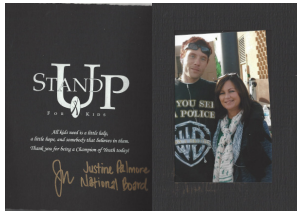
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### Make it Personal




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### Implement Account Updater



Source: Donor Perfect Account Updater




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### Create separate segments



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### Step 3: Make it easy!



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### Easy to Find



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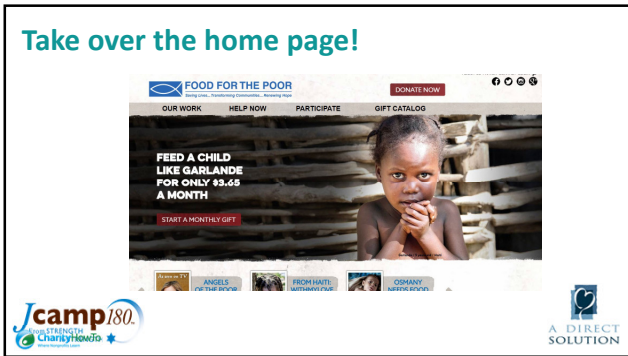
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## Take over the home page!




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## No gift too small!




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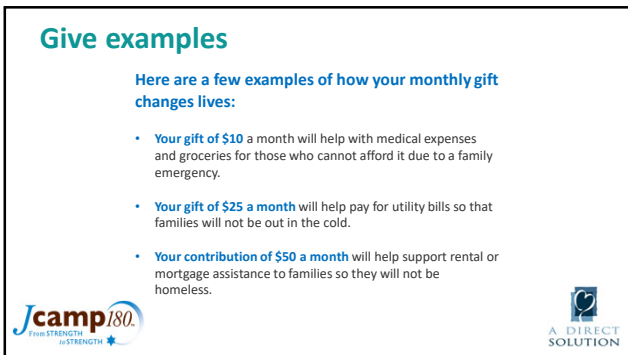
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## Give examples

Here are a few examples of how your monthly gift changes lives:

- **Your gift of \$10 a month** will help with medical expenses and groceries for those who cannot afford it due to a family emergency.
- **Your gift of \$25 a month** will help pay for utility bills so that families will not be out in the cold.
- **Your contribution of \$50 a month** will help support rental or mortgage assistance to families so they will not be homeless.




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**Use your email signature**

Director of Advancement  
  
[www.tbbscm.org](http://www.tbbscm.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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**Monthly Giving online is growing!**

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

Total Fundraising	15.1%
First-Time Donations	8.7%
Repeat Donations	17.7%
Subscriber Donations	18.4%

Source: Blackbaud Luminate Online 2017 Benchmarks

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**Step 4:  
Ask as  
much as  
you can**



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## Use Challenge

**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 that funds will be there.

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

**Give Monthly Today!**

Thank you!





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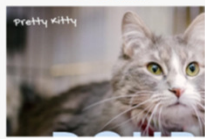
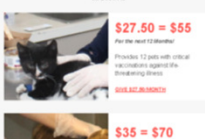
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## Ask in first email

Can be this... and that's why long-time donor and friend, Jacqueline Doherty is generously offering to match your monthly gift for an extra year! [Click here to see the details.](#)

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

 <b>PRETTY KITTY</b> GIVE MONTHLY \$27.50 = \$55 For the next 12 months Provides 12 pets with critical medications against the devastating disease.	 <b>\$35 = \$70</b> For the next 12 months Provides 12 animals critical grooming care to help address painful issues.
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## Ask in second email a few days later

ERICA, an Italian wolf, was destined for greatness to inspire big and fat we rescue, that they give the care they need to receive love, attention, companionship, health and happiness.



You can help us double down on this promising light case -- by [Clicking a button here!](#)

If you click below, your monthly gift will be matched all year by Jacqueline Doherty, a generous donor who has been a long friend of North Shore Animal League America since the mid-90s -- and it's hard to appreciate what she has done for our rescue. She's helped our rescue improve, become a model of care for our wolf, ERICA, and that's why she's doubling our monthly gift in this chance to help them.

Mr. Sneed is a handsome little blue heeler mix who has to us with all other rescue dogs from a puppy mill. Can we please do Dr. Amanda Francis, we'd love to partner up with you to help him finally able to breathe easier. ...

**Mr. Sneed survived a puppy mill**  
Double your year-round support for suffering pups.  
**MATCH YOUR MONTHLY GIFT**

**Double up for their recovery**


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### Ask in final email just before deadline

ERICCA, you're reading this note without a moment to spare. **Today is your very last day to double your monthly donation for pets in need for all state sites.**

Jacqueline Zehring, an incredible 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 \$27.91 a month now, and it means \$55.82 worth of life-saving care every month for a year!**

**MATCH YOUR MONTHLY GIFT**

**DONATE WITH CONFIDENCE:**  
 All cards are very safe for giving directly to animal program services.

**GIVE MONTHLY**

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### Engage your donors

**SAVE THEM ALL**

This shade is so inspiring!

Your donation to Best Friends

\$25 \$50 \$100 \$200 Other

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### 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**

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## Create a video



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## Invite others to join

Dear Erica,

Two weeks ago, [we shared Sam's story](#) and how donors like you can support kids like him on a monthly basis. Today, I'd like to share a special video with you.



<https://www.youtube.com/watch?v=ck8s4fR2vk>

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## Tell donor how easy it is!

### Simplify your life...

<https://www.youtube.com/watch?v=Gmx6Qkkuj0&feature=youtu.be>



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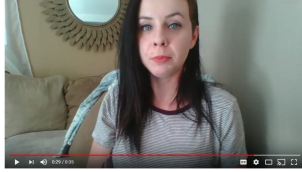
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### Engage young people



Bimby on Giving Monthly

<https://www.youtube.com/watch?v=JJUovCqGMRs>



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### Include in every e-news

Become a **Champion for Hope** with your monthly gift of **\$10, \$15, \$25 or more** to the **Lupus Foundation of America** and make a difference in the lives of those affected by lupus. Your support will help bring us one step closer to our vision of a life free of lupus.

**DONATE**



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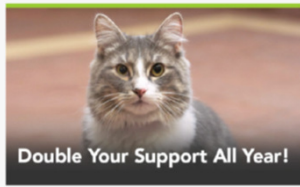
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### Reinforce in newsletter



It takes ongoing, steady support to ensure pets like Freely Kitty get the best final care — that's why young-time donor and friend, Jacquelyn Zehring, is generously offering to match your monthly gift for an entire year!

**DONATE NOW**

#### Rescue Stories



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### Convert complaining donors

Of course, I'll take care of this for you right away...  
But did you know that there's another way to support the [children/animals/etc. mission focus] you care so much about without having to worry about the mail?



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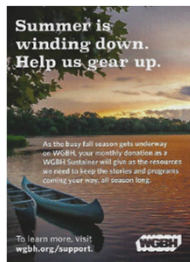
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### Add to your print newsletter



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### Add to Your Appeal Reply Form



#### Help us respond when disaster strikes.

Yes, I'll help with my gift of:  
 \$157.50 to help 8 people  
 \$227.50 to help 13 people  
 \$87.50 to help 5 people  
 I prefer to give \$\_\_\_\_\_

**Please make a monthly gift.** (See reverse)

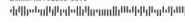
**Please change my credit card.** (See reverse)

A Direct Solution  
PO Box 177  
Marlboro, MA 02548-0177  
40622311 0006u/01000499 AB

I've enclosed my check, payable to the American Red Cross.

Donate online at [redcross.org/donate](http://redcross.org/donate)  
To donate by phone or to update your information,  
call 1-800-RED-CROSS.

American Red Cross  
Cape, Mendi and Southcoast Massachusetts  
Donation Processing Center  
PO Box 10819  
Boston, MA 02208-9919



A Please ensure our address shows through the return envelope window. A



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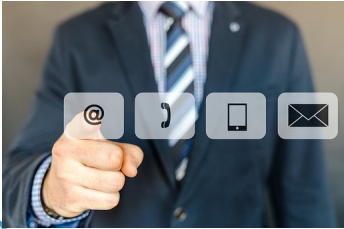
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### Combine your Channels



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### Step 5: Engage and Upgrade



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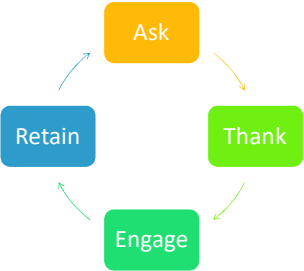
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### Keep Engaging your monthly donors



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**Make them feel special online too!**

**FRED IS WALKING!!**

In our last email, you learned about an owner dropping off Fred at a shelter because Fred couldn't walk. CLAIR 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

**Demonstrate gift impact**

**Thank you**





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**Include in thank-a-thon**



**Engage your board and volunteers**


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**Tax letter**

**Needs of the Fund**  
CAPE COD TIMES NEEDY FUND, INC.  
200 N. MAIN ST., SUITE 200  
MARCUS, MA 01946  
www.needsofthefund.org

January 24, 2018

Dear Mr. Wainwright:

Thank you for your generous contribution to the Needy Fund. Your donation is a vital part of our fund's operations. For more details, our 2017 Annual Report is available on our website at [www.needsofthefund.org](http://www.needsofthefund.org).

Your receipt of this letter from the Needy Fund is already responsible for the amount you have contributed to the fund. If you have any questions, please contact our office at (508) 888-1111. We are grateful for your support and hope you will continue to support the Needy Fund in the future.

Thank you for your generosity in always and I am sure you that the Needy Fund will be able to help those in need. We are grateful for your support and hope you will continue to support the Needy Fund in the future.

*Donna Meyer*

The Cape Cod Times Needy Fund, Inc. is a 501(c)(3) organization and is exempt from federal income tax. All contributions are non-deductible. The organization is not a charity for the purposes of the Internal Revenue Code.





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### Send Monthly Donor Survey



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### Ask for that testimonial



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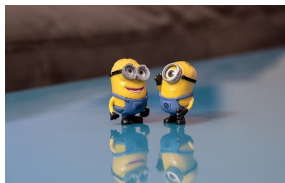
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### Create a Plan and Communicate!



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## Step 6: Present Results!



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### Always think Annual Value

Monthly Donors Source	# of monthly donors acquired	Average gift	Average Yearly Gift	First year Cume
Totals	300	\$24	\$288	\$86,400

Source: small animal charity



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### You'll grow only if you ...



**ASK!** **ASK!**  
Ask! **ASK!**  
**ASK!** **ASK!**



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**How will you grow your monthly donors?**



**Here's my challenge to you:**


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**Do just these 3 things...**

- 1: Get testimonials
2. Create your acquisition plan
3. Start asking for monthly donations

Email me: [erica@adirectsolution.com](mailto:erica@adirectsolution.com)


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**” Begin. With the humility of someone who's not sure, and the excitement of someone who knows that it's possible. ”**

- Seth Godin


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Questions?



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**Erica Waasdorp**  
[erica@adirectsolution.com](mailto:erica@adirectsolution.com)  
**508 428-4753**  
[www.adirectsolution.com](http://www.adirectsolution.com)



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