

How you can put more “zing’ into your recurring donor program

Presented by
Erica Waasdorp,
President A Direct Solution



Hello, my name is Erica Waasdorp!



- 42+ Years experience in direct response
- 32+ Years experience in fundraising and monthly giving
- Author, Blogger, Presenter, AFP Master Trainer
- Recurring donor growth and retention consultant
- Married, one cat, two boys, three grandkids

Today's highlights...

- Monthly Giving Trends
- The importance of creating tiny stories
- Other ingredients for a proven success formula to generate and keep more monthly donors



The best time to plant a tree was 20 years ago.

The second best time is NOW!



Monthly donors are so...



Reliable Revenue and More Money

Donors can give in a way that's comfortable

Younger donors like it

Because...

Efficient use of resources

Legacy gifts and thus lifetime value

Retention Rates improve

And more...

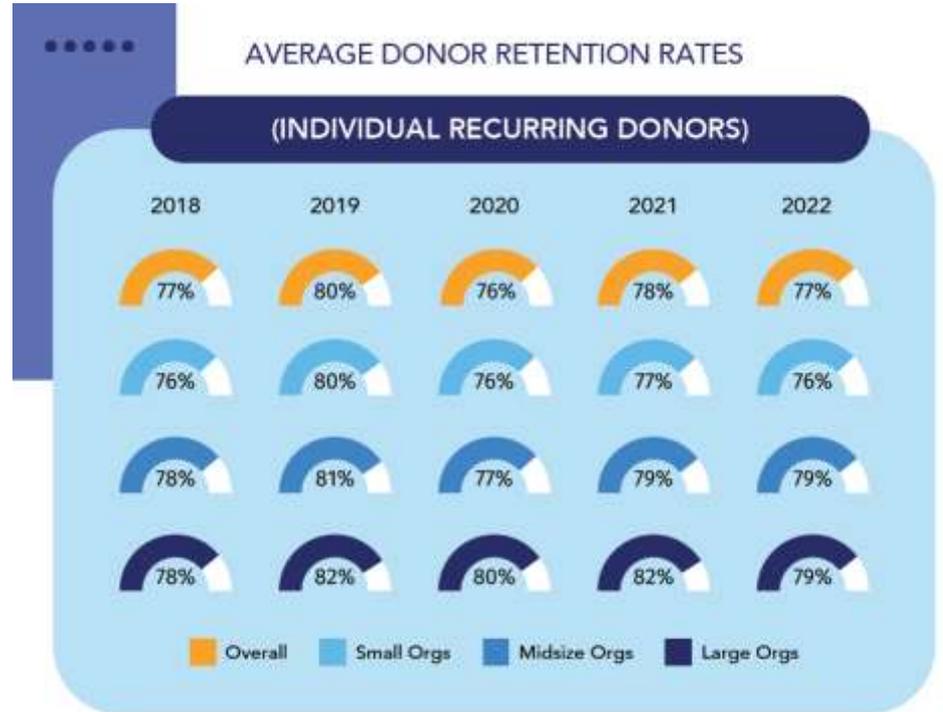


**You can PLAN on unrestricted funds
to be there
no matter what!**



Retention rates improve

They double!



Source: 2024 Neon One Recurring Giving Report

Monthly Giving continues to grow

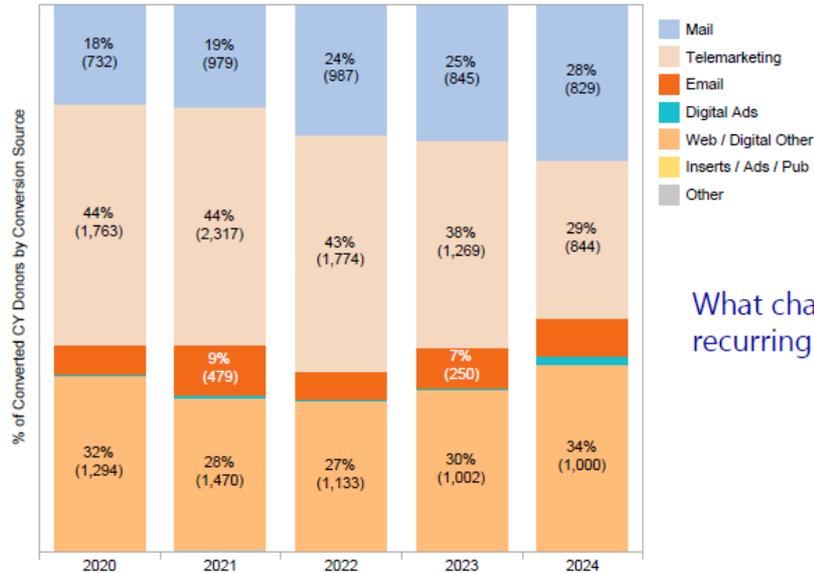
- Revenue from monthly giving increased by 5%
- Accounted for 31% of all online revenue in 2024.
- One-time revenue was flat year-over-year.

Source: M&R Benchmarks April 2025

Monthly giving can come in through all sources

Single-Gift-Acquired Donors Who Converted to Recurring Giving in the Current Year

Distribution of Donors by Conversion Source



What channels convert single gift donors to recurring giving?

Source: Human services organization, Blackbaud 2025

Definitions

Recurring donors

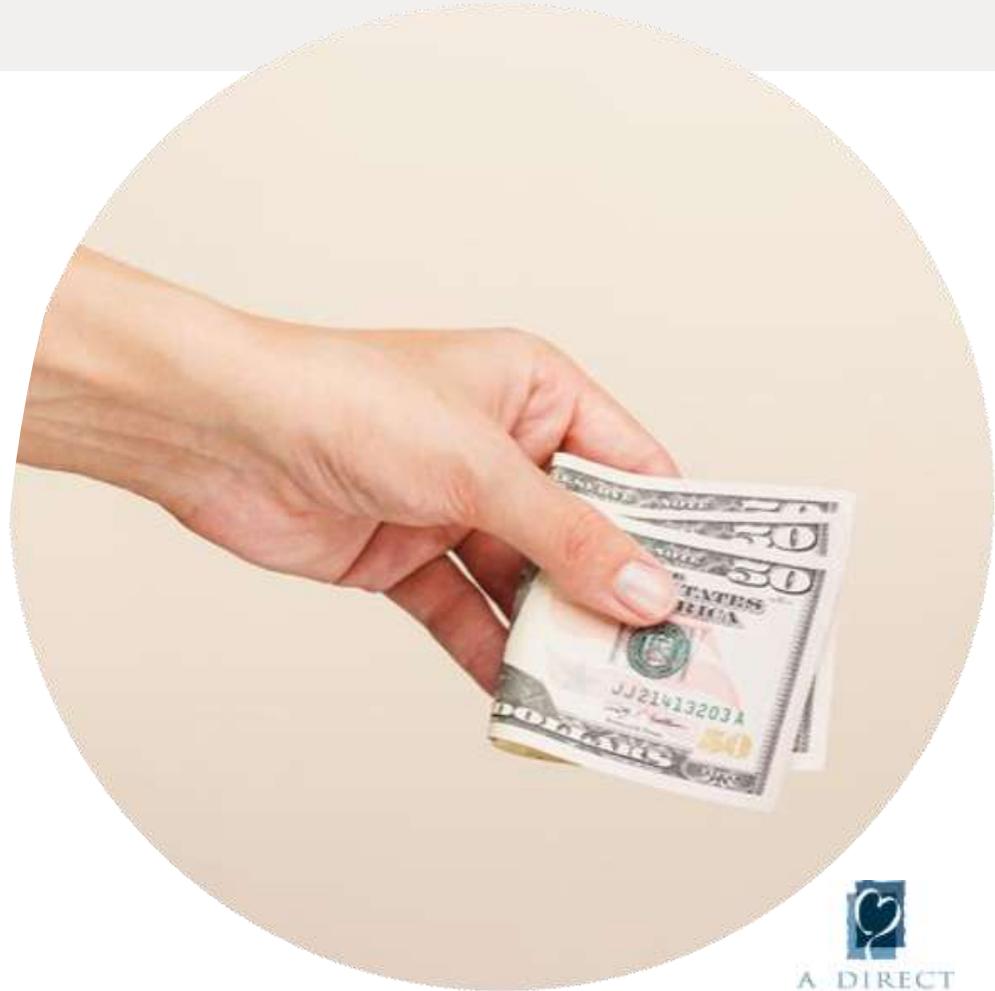
Sustainers

Committed givers

Regular givers

Specific names...

**Monthly donors
give more money**





**What's the 5-year
value of a typical
monthly donor?**



\$1,500+

Their long-term value is even bigger than 5 years!

	Overall	Small	Midsize	Large
2018	7.85 years	6.52 years	9.43 years	9.05 years
2019	8.69 years	7.47 years	11.02 years	6.95 years
2020	7.94 years	6.19 years	11.02 years	6.87 years
2021	8.23 years	6.91 years	10.17 years	8.88 years
2022	7.71 years	7.06 years	8.89 years	7.20 years

Source: Neon One 2024 Recurring Giving Report



How many monthly donors do you have?

Create your benchmarks

	# of Monthly Donors	Average gift	Average Yearly Gift	Cumulative
1 year value	100	\$25	\$300	\$30,000
8 year value	100	\$25	\$300	\$180,000



Why donors give monthly...

- Donors want to help!
- Monthly is easy
- Monthly fits their budget

Key elements for growth



COMMITMENT



SYSTEMS



TANGIBLE AMOUNTS



STORYTELLING

Commit and have a driver



- Make someone accountable
- Keeps program on track

Create mini story/nudge/value proposition

Your monthly gift will make a difference every day and every month for neighbors in need. Thank you for considering this sustaining support for those in need.

A monthly donation is the most effective way to help families year round.



Start with a one-liner

JOIN THE VALOR CORPS by becoming a monthly donor! Your monthly gift helps sustain the programs and services that military families rely on.

Count me in as a monthly donor!

By giving monthly, you provide dependable support to help us continue our search for an end to Alzheimer's.

You can help create lasting change by giving monthly to the World Vision Fund, empowering people to lift themselves out of poverty

SAVE MORE LIVES EVERY MONTH

Check the box below to send a gift each month. Your gifts will help us plan ahead and do even more to break the cycle of poverty for families.

Review your donation form options

Create a monthly version



YOUR KINDNESS MAKES A DIFFERENCE

Your gift will directly support the men, women and children we serve every day. Thank you for believing in their journey out of homelessness!

[Click here to donate stock.](#)

A monthly donation is the most effective way to help families year round.

One-Time		Monthly
\$10	\$15	\$25
\$50	\$100	\$Other

Optional: Please indicate below how you would like your gift used.

Yes, this is an honor or memorial gift



“
THANK YOU FOR BELIEVING
IN ME AND GIVING ME A SECOND
CHANCE WHEN NO ONE ELSE DID.
- AKENESE
”

Review your donation form options

Can you do a lightbox?

Your Monthly Donation

Monthly One-time

Your monthly gift of \$25 can purchase 2,500 pounds of fresh produce.

Monthly Donation
\$25.00

Make it monthly

Before we process your gift, consider turning your one-time gift into a smaller monthly gift. Help us make long-term investments to advance our ongoing mission. Cancel any time.

[Keep my one-time \\$54 gift](#)

	David Smith	\$25.00	<input checked="" type="button" value="MONTHLY"/>
	Jen Anderson	\$10.00	<input checked="" type="button" value="MONTHLY"/>
	Laura Lue	\$50.00	<input checked="" type="button" value="MONTHLY"/>

Source: 4aGoodCause

Make it monthly, and only monthly!

Become a Hero of Hope



For as little as \$10 a month, you can help feed a hungry family and support all the work Catholic Charities does in the community.

By becoming a monthly donor – a Hero of Hope – you'll make a lifesaving difference each and every day of the year. You'll also receive exclusive updates about the people your gifts are helping, annual statements for tax purposes, the opportunity to make special prayer requests, and an invitation for your family to our annual Share the Mission mass.

To send a contribution by mail, please download the [monthly giving form](#), fill it out, and send the information to *Catholic Charities of the Archdiocese of Galveston-Houston* to 2900 Louisiana Street, Houston, Texas 77006.

Yes, I'll make a monthly gift of:

\$5	\$10	\$15	\$20	\$25	\$35
\$50	\$75	\$100	Other		

Give: on

Your first gift will occur on 7/1/2024

Billing Address

Name:

Email:

Country:

Address:

City:

Payment details

Payment method: Credit card Checking Account

Payment Processed by Blackbaud

Cardholder name:

Card number:



Expiration: CSC:

By completing this step, you authorize the storing of this card account for a payment of \$20 per chosen recurring schedule and future, agreed upon payments.

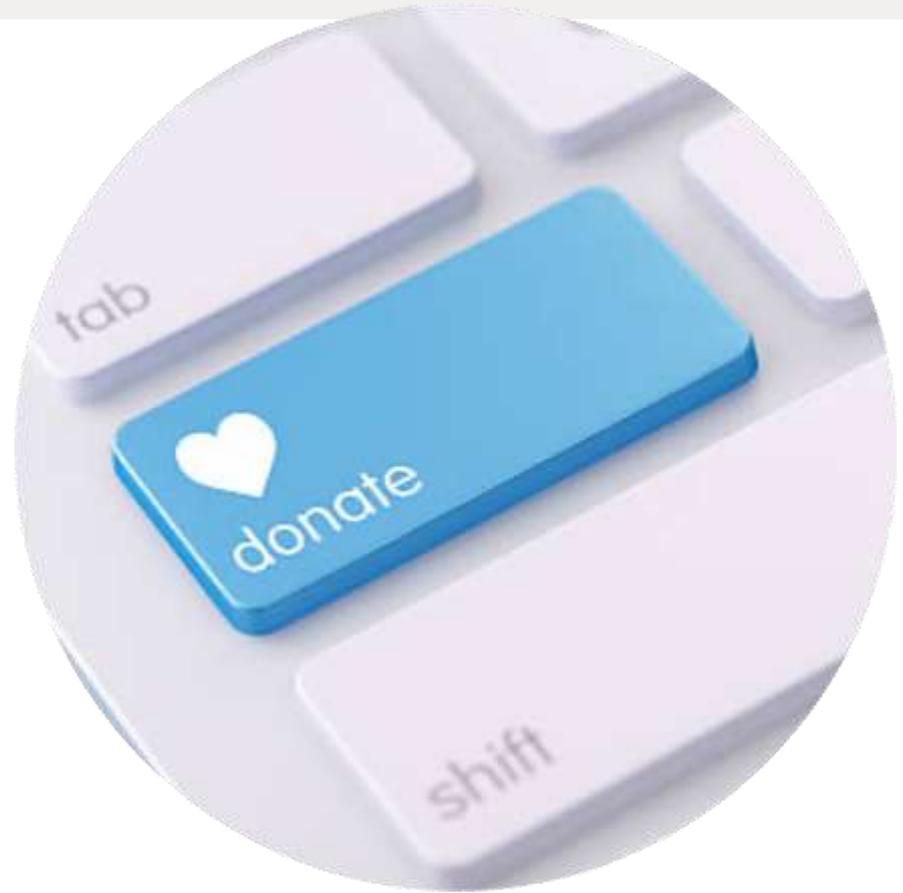
I'll be a Hero of Hope!



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**Direct donors to
your form**

**Add a button
Make it easy to find**



The impact of adding the button to the home page...

Control



Give Monthly Button



Source: America Needs Fatima

**Drive donors to the
monthly giving
page**

I WILL DONATE MONTHLY!

I stand with veterans >>

Monthly gift - help vets and families year-round

Add button to your emails



Source: Catholic Charities of Galveston and Houston

Use your social media

 Catholic Relief Services
February 1 · 🌐

When war broke out in Ukraine almost one year ago, CRS was there to help displaced families . Because of monthly support from our Footsteps in Faith donors , emergency funds were available immediately. Will you join us in helping families in need around the globe?



[SUPPORT.CRS.ORG](https://support.crs.org)
Your Monthly Gift Makes a Difference
Not affiliated with Meta

[Donate now](#)

Source: CRS Meta ad

Use Your email signature

Lynda Henriksen

General Manager, Brant Norfolk Chapter
Habitat for Humanity Heartland Ontario
80 Morton Ave East
Branford, ON N3R 7J7
T: (519) 759-8600 ext. 527 C: 905-577-3863
lhenriksen@habitat4home.ca • habitatbn.org

*help give a local family
a fresh start by becoming a*

**monthly
hopebuilder**



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Use your welcome emails

Include
Monthly ask

Dear Erica,

Thank you, again, for joining our community of supporters. You have already made a difference for Maine's environment. Will you take one more step?

[Please make a donation that will give back to Maine's environment.](#)

Your gift today will pay it forward in so many ways. You will protect the unique habitat Maine provides for countless species. You will safeguard treasured places from the threat of climate change, encroaching development, and pollution for now and for generations to come.

If it is easier on your budget, please consider a [monthly donation](#) that will provide a steady stream of income to be all year long. You'll help us be ready to act when environmental threats emerge.

You will do so much good for Maine's environment by partnering with us today. You can help make a difference one person at a time.

Any support you can provide is meaningful to Maine's environment.

With gratitude,

Source: Maine Conservation Voters

Add monthly to your appeal reply form

I'LL GIVE TO HELP A CHILD WALK

Yes, Scott, I want to help a child like Fleury with treatment for clubfoot so they can walk, run, play and thrive!

SINGLE GIFT:

\$28 to help 1 child
 \$56 to help 2 children
 \$84 to help 3 children
 \$ _____ (other amount)

MONTHLY GIFT:

I plan to give \$ _____ a month:

online at hopewalks.org/septhope23
 by automatic withdrawal (see other side)
 by mailing a monthly check (enclosed)

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

Phone: _____ Email: _____

HOPE WALKS
FREEDOM FROM CLUBFOOT

PO BOX 218
YORK SPRINGS, PA 17372

3 WAYS TO GIVE

DONATE ONLINE:
hopewalks.org/septhope23
CREDIT, DEBIT OR BANK:
Complete the form on back

MAIL A CHECK:
Make payable to Hope Walks

← Please verify or fill in your email so you don't miss any updates!

Source: Hope Walks appeal

Ask for bank account information

STEP 1: Tell Us About Your Gift

\$ _____ One-Time Monthly: _____ / _____ / _____
Gift Amount Start Date

I authorize Hope Walks to charge my credit or banking account as described on this form. This payment authorization is valid and to remain in effect unless I notify Hope Walks by sending written notice to donorservices@hopewalks.org or PO Box 218, York Springs, PA 17372 five days prior to the scheduled payment date.

Printed Donor Name (as it appears on credit card or bank account)

Donor Signature

Phone

E-mail



Donations to Hope Walks are tax deductible to the fullest extent allowed by law. You will receive a receipt for your gift. For more information on our services, please visit hopewalks.org or call 717-502-4400.

STEP 2: Select Donation Method

BY CREDIT CARD:

Visa Mastercard Discover American Express

Credit Card #

Exp. Date

3- or 4-Digit Security Code

Billing ZIP Code

BY BANK ACCOUNT WITHDRAWAL:

Personal Checking Business Checking Savings

Bank Name

Bank Routing Number

Bank Account Number

BY ENCLOSED CHECK: Made payable to Hope Walks

Source: Hope Walks appeal

Add nudges to your letter



P.P.S. **Become a Monthly Sustainer today!** Add your credit card information with your reply to conveniently donate each month. Your recurring monthly gift will empower the American Air Museum to share these heroic stories and ensure the museum reaches larger audiences for generations to come!



Sources: Hope Walks appeal and American Air Museum

Add buck slip to appeal or thank you letter

WILL YOU BE A HERO?

Join the Heroes of Hope Monthly Giving Program

Your ongoing support helps even more people in need. Donations from our Heroes allow us to plan and budget for the future more effectively while maximizing the impact of your donation.

It's easy, secure and you control how much you give. Joining the Heroes of Hope program makes giving easy for you! You choose how much you contribute each month, and you can change your gift at any time. Monthly gifts have an even greater impact on those we serve!

JOIN THE Heroes of Hope TODAY!

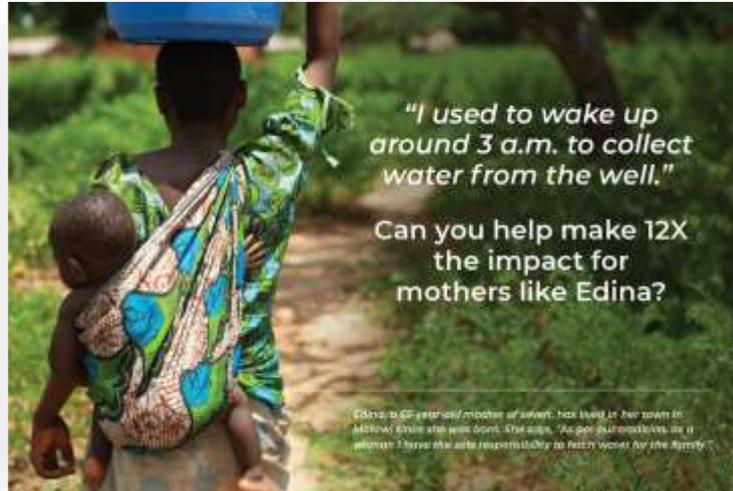


Visit CatholicCharities.org/givemonthly to join this special group committed to helping families in need.



Source: Catholic Charities Archdiocese of Galveston-Houston

Use a postcard



Source: Water For People

Add emails to other channels



Will you consider a monthly gift to Water For People for World Water Day on March 22?



We are excited to share that generous monthly donors Tom and Junko will match your entire first year of monthly gifts, up to \$15,000! This means your monthly giving will be doubled and have 12x the impact! Monthly giving is convenient, easy, and affordable.

"Our Water For People contribution just becomes part of our budget, and like our contributions to other causes we believe in, we are surprised how easy it is to maintain and increase." – Tom and Junko R.

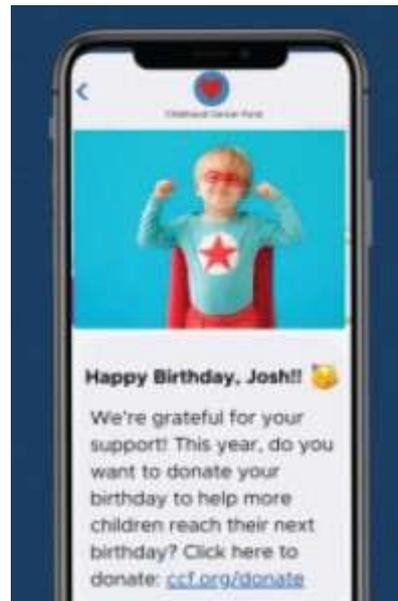
Will you take action today to help end the global water crisis by donating monthly?

[DONATE MONTHLY](#)

**Use the phone especially
in combination with other
channels**



Use texts for
asking,
giving,
thanking,
reminding
and special
occasions



Make your recurring donors feel special, but keep your promises doable



- Donor can expect updates on how their gifts are helping
- Donor can expect overview of all giving every January

**Mail your
thank you and
make it
personal**

Erica -

Welcome to the Hildegard House
Compassionate Care Circle! Thank you
for your generous monthly gift. You are now
part of our compassionate service -

Please let me know if you would like a
receipt at any time.

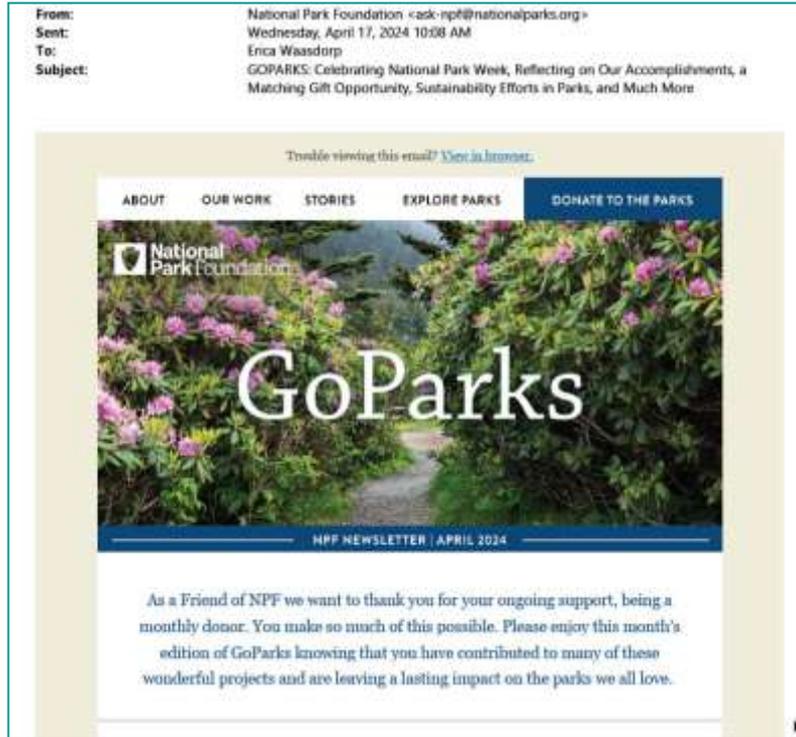
Thanks again!! You are a blessing ♥

PO Box 5613 Louisville KY 40255

www.hildegardhouse.org

Karen Cassidy Executive Director

Segment so you can address your recurring donors



Share impact stories

From: Shema <foridsake@midwest.com>
Sent: Wednesday, September 27, 2023 8:57 AM
To: Erica Woodford
Subject: Thank You for being a Friend of Mithila



Mithila, at Ibrahimpur Girls Dormitory, June 2023

Dear Erica,

Thank you, your tax-deductible monthly gift of \$20.00 successfully came through on 9/26/2023!

Today, I'd like to tell you about Mithila, one of the kids you support. Mithila and her brother Shohan's lives changed forever when their father passed away 5 years ago. Their mother was heartbroken and unable to provide for her children.

Mithila came to the For Kids' Sake International supported Ibrahimpur Orphanage with an eye condition called strabismus. This

is often caused by the eye attempting to overcompensate for a vision problem. Untreated, it can lead to permanent blurred or double vision.



Mithila and her brother Shohan before her eye surgery
Ibrahimpur Orphanage

Upon arriving at Ibrahimpur, Mithila was already experiencing vision problems, leading our team to seek specialized medical advice. After consulting with multiple doctors, she underwent a corrective eye surgery.

The surgery was a success! Today, Mithila is happily looking forward to a bright future ahead. Living at the Ibrahimpur Orphanage, Mithila and Shohan are both thriving. They have three meals a day, clothing, shelter, medical care and an award-winning education.

Without you, Erica, the Ibrahimpur Orphanage and School would not be able offer these life-changing services. *Thank you!*

In addition to this note, you will receive a year-end tax receipt by January 31, 2024, documenting your total contributions for the year. Thank you for being a Friend of For Kids' Sake International.

With Heartfelt Gratitude,

Shema Rupert
For Kids' Sake International
Executive Director

Thank You, Erica!



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AFP

Association of
Fundraising Professionals
Western North Carolina Chapter

Ask 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

Include monthly donors in your Giving (Tues)day campaigns

Always recognize their monthly gift.
Ask for an extra or special gift.

Source: Houston Food Bank



The graphic features the Houston Food Bank logo at the top left, with a green apple icon above the word 'foodbank'. To the right is an orange 'Give Now' button. Below the logo is a large orange banner with the text '3X MATCH FOR GIVING TUESDAY Food Day'. A green bar at the bottom of the banner shows a countdown timer '00:00:00:00' with labels for DAYS, HOURS, MINUTE, and SECS. To the right of the banner is a photograph of a young child with blonde hair, wearing a colorful patterned shirt, sitting at a table and eating from a white plate. Below the banner and photo is a white text area. It starts with 'Dear Abigail,' followed by a paragraph: 'I have great news that will make your day 3X better! It's #GivingTuesday, also known as #GivingFoodDay at the Houston Food Bank. Today only, your additional gift can help provide TRIPLE the impact for neighbors facing hunger.' Below this is another paragraph: 'As a monthly donor and Faithful Friend you know the impact this can make for your community. The Houston Texans have offered to triple donations, up to \$100,000, to help provide more meals for our neighbors this holiday season. Every \$1 you give today can now TRIPLE to help provide food for 3 meals.' At the bottom right of the text area is another orange 'Give Now' button.

houston  foodbank

Give Now

3X MATCH
FOR
GIVING
TUESDAY
Food Day

00:00:00:00
DAYS HOURS MINUTE SECS

Dear Abigail,

I have great news that will make your day 3X better! It's #GivingTuesday, also known as #GivingFoodDay at the Houston Food Bank. Today only, your additional gift can help provide TRIPLE the impact for neighbors facing hunger.

As a monthly donor and Faithful Friend you know the impact this can make for your community. The Houston Texans have offered to triple donations, up to \$100,000, to help provide more meals for our neighbors this holiday season. Every \$1 you give today can now TRIPLE to help provide food for 3 meals.

Give Now

And remember:

- It's okay to reuse your stories
- It's okay to repurpose
- Personal is best



Key Takeaways

Generating monthly donors is important and deserves focus

There are MANY tactics to grow your monthly donor program

Pick what you're comfortable with

Start with a mini story and a button!





**What will you do
next to grow your
monthly donors?**

Write down your goals



**“Great things are
done by a series of
small things
brought together.”**

- Vincent van Gogh





Questions?



Contact Erica

- Erica Waasdorp, A Direct Solution
- erica@adirectsolution.com
- <https://www.linkedin.com/in/erica-waasdorp-544b74>
- www.adirectsolution.com for downloads and resources and to sign up for my blog.

All pictures are from Pixabay unless otherwise indicated, Asheville picture from Reddit

Free Resources

- Monthly Donor Tax letter
- Monthly Donor Annualizer
- Monthly donor retention playbook
- Monthly donor roadmap
- And more...
- Go to www.adirectsolution.com