

## Starting and Growing a Monthly Giving Program Awakening Your Sleeping Giant

Erica Waasdorp  
President A Direct Solution

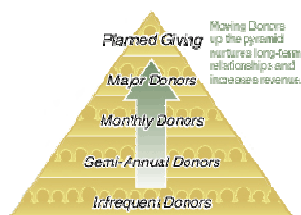
PPCI presentation April 9th 2013

### Today's Presentation

- Introduction
- Approach
- Essentials
- Quiz

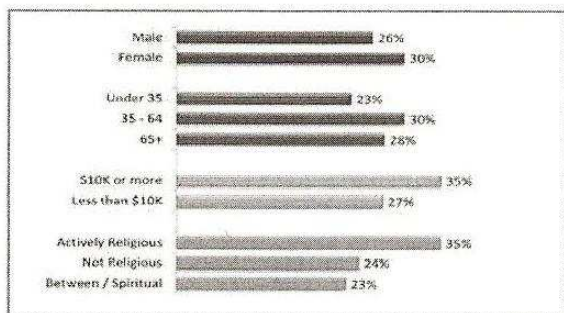
### Who are monthly givers?

- Small
- Committed
- Automatic
- No end date
- Provides regular income



### Why start Monthly Giving?

- Brings donors up the pyramid
- Provides regular income for you
- Convenience for donor
- Increases retention
- Increases loyalty
- Increases lifetime value
- Generates bequests



**Profile of Active Monthly Donors**

Source: The Cygnus Donor Survey, Penelope Burk, June 2012

### Not for Every Donor

- Who?
- Level of gift?
- How do they give?
- How often do they give?



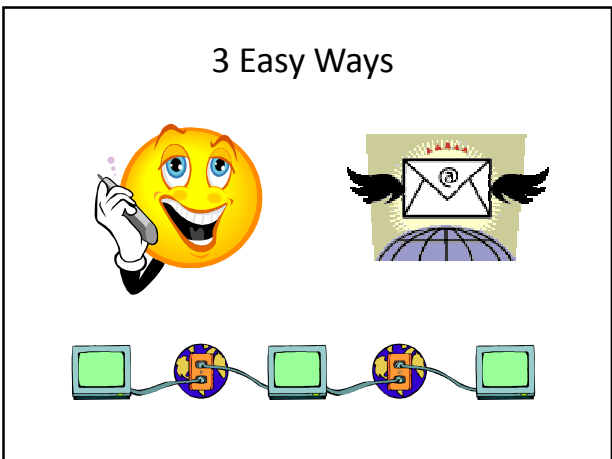
- ### Betsy's demographics
- Widowed, no kids
  - 60 years old
  - Loves to read
  - Has a cat
  - Waits for mailings to respond

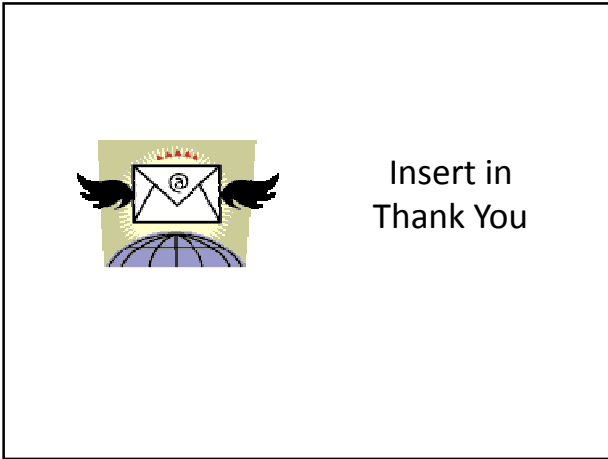
### How Small Grows **BIG** \$\$\$\$\$

	First year
50	\$6,000
100	\$12,000



- ### Name Your Program
- But don't fret about it!
  - Brainstorm
  - Pick a name
  - Get started!





**Pine Street Inn** *Building New Futures*

## You Hold the Key to End Homelessness!

Dear Friend,

Every day, we welcome 1,500 men and women to Pine Street Inn. Your support makes it possible for us to provide critical services like outreach, shelter, job training, and housing to those in need. Would you consider increasing your commitment to Pine Street Inn by joining the Inkeepers Club today?

The Inkeepers Club provides a simple and convenient way to give, and will help your gift go even further, by saving on postage, check processing, and printing costs — bringing us that much closer to our goal of ending homelessness.

- Just \$5 a month will provide meals for a day for one of our guests or teens.
- Just \$10 a month will provide two blankets for individuals sleeping on the street.
- \$25 a month will cover the costs of 6 nights of overnight emergency shelter each year including access to counseling, treatment referrals, hot meals, a shower, and a second chance.

Homeless individuals continue to turn to us for help, creating an unrelenting demand for our basic services of emergency shelter and food. Shelter is just the beginning — housing is always the ultimate goal. That's why your support as an Inkeeper is so important.

Please join the Inkeepers Club today. Simply fill out the bottom of this form and return it in the enclosed reply envelope. We'll send you your special Inkeeper "House" key chain as a small token of our gratitude.

Sincerely,  
*Suzanne Dornie*  
 Lynda Downie  
 President and Executive Director

*Thank you!*

**YES! I will help end homelessness. I'll join the Inkeepers Club with a gift of:**  
 \$5 a month     \$10 a month     \$25 a month  
 Other \$ \_\_\_\_\_ a month

Please send me my Inkeeper key chain.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please send me updates about the Inn via email.  
 My email address is \_\_\_\_\_

Send no more than 1000 individuals copies to the Inn for help. Thanks to your monthly support we are able to provide shelter to more than 1500 individuals each year. If you have any questions, please contact us at 617-624-2222.

**PLEASE CHOOSE PAYMENT METHOD:**  
 CREDIT CARD  
 I authorize Pine Street Inn to charge \$ \_\_\_\_\_ to my credit card each month.  
 YES  AMEX  MasterCard  
 Card # \_\_\_\_\_  
 Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

AUTOMATIC BANK WITHDRAWAL  
 I authorize Pine Street Inn to debit \$ \_\_\_\_\_ each month from my checking account.  
 Bank name & routing # \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

*Certificate of Appreciation*

We hereby present  
**Pat Q. Sample**  
 with this certificate in grateful recognition of your continued and generous support of Maryland Public Television programming and services.  
 Awarded this 10th day of January 2004

*M. Ruby*  
 Executive Director of Maryland Public Television

**— ENROLLMENT FORM —**  
**SUSTAINER**

Yes, Please count me in as a loyal supporter of MPT... You can count on my tax-deductible monthly gift in the amount of:

XXXX XXXX XXXX Other \$ \_\_\_\_\_

Bill my credit card: AMEX VISA MasterCard Discover  
 I understand that future gifts will be transferred directly from my credit card.

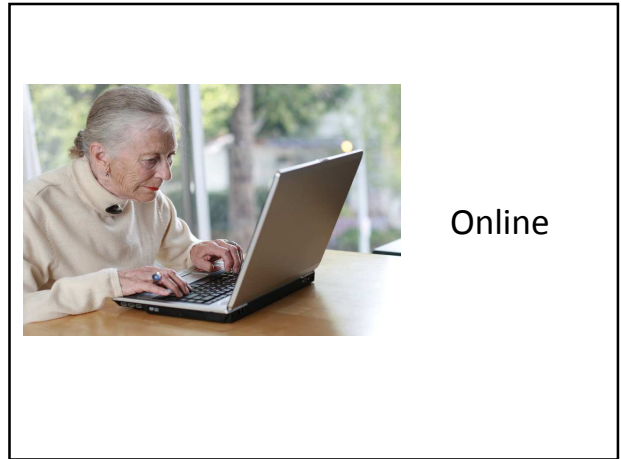
ACCOUNT NUMBER: \_\_\_\_\_ EXPIRES: \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_

Please make automatic deductions from my checking account. I've enclosed my SIGNED check marked VOID to get started. Please see reverse of this form for additional information.  
 I can't commit to a monthly gift now. But here's an extra one-time gift \$ \_\_\_\_\_.

Please return this form with one of the above mentioned. Also check people in Maryland Public Television. Thank you for your support.

9999999999 7777777777  
 Mr. John Q. Sample  
 300 Corporate Park Circle, Suite 225  
 Plymouth, MA 02360-7200

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



- ### Send an Email
- Cheapest and easiest way to generate monthly donors
  - Click through to the relevant page
  - They're automatic givers right away
  - Credit card monthly givers usually give more

**MercyCorps**

### Become a Monthly Giver

1. Your monthly donation  
 \$5  \$10  \$15  \$30  \$50  
 \$100  
 Other \$ \_\_\_\_\_

2. Your information  
 First name \_\_\_\_\_  
 Last name \_\_\_\_\_  
 Email \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_  
 Zip \_\_\_\_\_  
 Country: United States  
 Phone \_\_\_\_\_  
 Comments \_\_\_\_\_

3. Payment information  
 Credit card no. \_\_\_\_\_ Security code \_\_\_\_\_  
 Expiration date: \_\_\_\_\_  
 01-Jan 2013 01-Nov 2013

**SUBMIT DONATION**

Over the last five years, we have spent **88%** of our resources on programs that help people in need.

Mercy Corps is a 501(c)(3) charity. Your gift is tax-deductible as allowed by U.S. law.

To donate by phone, call 1-888-747-7440  
 You can also donate with PayPal  
 To donate by mail, download and print this form

**IFAW** International Fund for Animal Welfare  
**Support IFAW's Work** Other ways to give

**Donate Now**

**Donation amount**  
 \* \$25  \$50  \$100  Other

**Donation type**  
 I want an automatic monthly payment  
 I want a one-time gift

Your gift protects endangered animals, provides emergency relief to animals in crisis, and saves pets and wildlife around the world. Your gift represents a vital contribution to IFAW's entire mission of saving the world's animals from cruelty and exploitation and will be used where most needed to help ease their suffering.

**Address details**  
 First Name:   
 Last Name:   
 Email address:   
 Address 1:   
 Address 2:   
 City or town:   
 State:   
 Postal code:   
 United States

**Payment details**  
 Donate using Credit Card  
 Donate using PayPal

Cardholder's name:   
 Card number:   
 CVV:  What is a CVV number?  
 Expiration: 04 / 2013

By clicking Donate Now I agree to the terms and conditions of this transaction including IFAW's refund policy.

**PROGRAMS & EVENTS** **READING & RESEARCH** **YOUTH SERVICES** **CONTACT US** **SUBSCRIBE!**

**Donate to MMPL**

There are a number of ways you can donate to Marston's Mills Public Library. We accept donations year-round to our Annual Appeal, and we also accept memorial contributions. For memorial donations of \$20 or more, the librarians will place a bookmark honoring the deceased in a new book on behalf of the donor. In addition, you can make an appointment with the director to discuss Planned Giving options. Your donations are tax-exempt; our ID number is 042-460444.

**Cash or Checks:**  
 You can drop by the Library with your cash or check donation, or you can mail checks made out to Marston's Mills Public Library to P.O. Box 9, Marston's Mills, MA 02648.

**Online Subscriptions:**  
 Payment options: Option 1: \$5.00 USD - monthly  
  
 Payment can be made either through Paypal or with a credit card.

**Online (Single) Donations:**

**PAULIST FATHERS**  
 GIVING THE WORD A VOICE

Home Who We Are Locations Give Vocations Ministry Media Events Contact Us

**Circle of Faith Monthly Giving Program**

as a member of the Circle of Faith, you'll join a special group of committed supporters. Your gift of \$10 or more will be automatically charged to your credit or debit card each month. It's easy, free and it will give the Paulist Fathers a source of income they can count on every month. It also helps save time and money on printing and mailing costs, which can be used for the many Paulist Fathers programs.

Your monthly gift will be automatically charged to the account on the 1st day of each month, and you notify the Paulist Fathers of any change. You can make changes or cancel your monthly gift by calling (800) 472-6244. Please join today. Thank you!

**Enroll now using this form**

**Circle of Faith Monthly Giving Program**

The Circle of Faith is a monthly giving program. Your monthly gift will be automatically charged to the account on the 1st day of each month and you notify the Paulist Fathers of any change. You can make changes or cancel your monthly gift by calling (800) 472-6244.

**Donation**

**Donation Amount**  
 \$  **Payment Frequency**  
 Monthly

**Donor Information**  
 First Name:   
 Last Name:   
 Email:   
 Address:   
 City:   
 State:   
 Zip:

**PAWS CHICAGO**  
 PET RESCUE NETWORK

Home Support PAWS Chicago PAWS Chicago Lifetime Monthly Giving Program

**PAWS Chicago Lifetime Monthly Giving Program**

**Will You Be Their Lifetime?**

**Monthly Giving Program to Save Lives**

We need your help to save homeless pets in our community. These helpless, homeless pets can't save themselves, but you can be their Lifetime.

17,000 pets are being killed in Chicago every year. At PAWS Chicago, we take so many in we can save and give a guarantee of life. We need your help.

Our Lifetime Monthly Giving program ensures that we can take in more homeless pets who would otherwise end up a tragic statistic. When we know we can rely on this monthly support, we can take in more animals and give them the medical care and treatment they need so that they can find a family that will love them for the rest of their lives.

You can be a Lifetime.

By signing up and joining the other PAWS Chicago Lifetime members today and making a tax-deductible donation, you will help support our important work of saving animals all year-round. Please give what you can, but just \$15 per month (only \$99 cents a day) can make a difference.

**Support PAWS Chicago**

Donate  
 PAWS Chicago Lifetime Monthly Giving Program  
 Matching Gifts  
 Tribute Donations and Gift Cards  
 Online Tributes  
 Collection Boxes  
 Vehicle Donation Program  
 Name an Adoption Center Room  
 Guardian Angel Planned Giving Society  
 Wish List

**Adoption Center**  
 1997 N. Cicero Ave.  
 Chicago, IL 60614 - step 6  
 773-936-7397 (PAWS)  
 Sat and Sun: 11 a.m. - 5 p.m.  
 Mon - Fri: 12 noon - 7pm

**Spy/Neuter Clinic**  
 3516 W. 26th St.  
 Chicago, IL 60648



- What you need:**
- Commitment
  - Procedures
    - Thank you emails
    - Thank you letter
    - Database process

### What If Betsy Leaves?

- Call her
- Be open to criticism
- Little surveys work, find out why she really left!
- She may be willing to come back, but at lower levels

NCDC September 25th, 2012

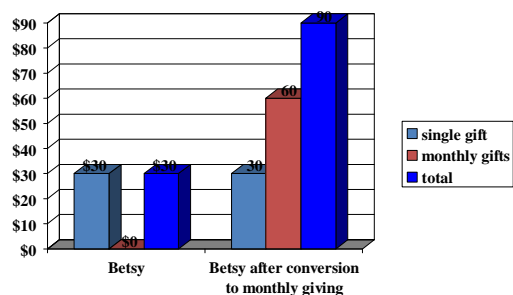
### Essentials

- Annualize Results
- Keep asking for additional gifts
- Monthly donors are not necessarily major donors
- Monthly donors do expect to be upgraded (and will!)
- Tell others in your organization
- Get started and grow (and don't forget staff and volunteers)

### Annualize Results!!

	One month		One year
50	\$500	50	\$6,000
100	\$1,000	100	\$12,000

### Ask for more: Betsy Worth \$\$\$\$



### Additional gift asks work!

- **Single Gift Only Donors in 2012**
  - Average gift median \$59
  - Median gifts per donor (includes new donors) is 1.5
  - Revenue per donor median is \$89
- **Recurring Only Donors in 2012**
  - Average gift median is \$22
  - Median gifts per donor (includes new donors) is 9.6
  - Revenue per donor median is \$183
- **Donors Who Gave Both Recurring and Single Gifts in 2012**
  - Average gift median is \$25
  - Median gifts per donor (includes new donors) is 9.9
  - Revenue per donor median is \$247

Source: Target Analytics Sustainer Benchmarking June 2012

### Promoting the Program

- Give the program a name
- Start asking
  - Mail
  - Online
  - Inbound telephone
  - On site

### What can YOU expect?

- Building monthly giving takes time
- But, it pays off very quickly
- Conversion between 0.5% and 5% of donors
- Mail, phone and internet ideal combination
- Donors will like the convenience
- They continue to give additional donations
- They leave bequests

### Five Tips

- 1. Commit
- 2. Think Long Term
- 3. Name the Program
- 4. Start Asking
- 5. Communicate and Say Thank You!



### Quiz

1. Why would you start a monthly giving program?
2. What is the most important thing to remember when presenting results?

Don't wait till everything is just right. It will never be perfect. There will always be challenges, obstacles and less than perfect conditions. So what. Get started now.

- Mark Victor Hansen

### Special PPCI Discount Now \$20

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- Fax: 270-633-1744
- [ewaasdorp@comcast.net](mailto:ewaasdorp@comcast.net) or [erica.adirectsolution@gmail.com](mailto:erica.adirectsolution@gmail.com)

