



How a Monthly Giving Program Can Boost Your Fundraising Results

Monthly giving can be a valuable part of your overall fundraising strategy. Well-positioned recurring giving options will allow you to increase the size and volume of your donations.



The average monthly recurring gift for Network for Good clients is **\$52**.

Over 1 year, that's a **\$624** donation!

More Money. Network for Good's donation data shows the average recurring donor will give 42% more in one year than those who give one-time gifts.

More Donors. A smart monthly giving program will help you reach new segments and convert donors who may otherwise not give. Recurring gifts help donors fit giving into their monthly budgets and allow them to see that being more generous is possible. If donors feel like they can't give enough to make a difference, they may not give at all.

Attract Younger Donors. Though Millennials may not be ready to give larger individual gifts, you have an opportunity to raise more over time. The Millennial Impact Report found that 52% of younger donors are interested in monthly giving as a means to give back in a meaningful way.

More Loyal Donors. Monthly giving programs have higher retention rates that get stronger over time. New donor retention rates average less than 23%. Monthly giving programs typically enjoy retention rates over 80% after one year and 95% after five years. You'll get a better return on your acquisition investment if you can encourage more donors to become monthly donors.

More Engaged Donors. Recurring donors are often become your most engaged supporters, actively volunteering, advocating, and fundraising on your behalf.

Lifetime Value. According to fundraising expert Dr. Adrian Sargeant, a 10% improvement in your donor retention rate can = 200% in donor lifetime value.



Get the Right Online Tools for Monthly Giving

For a successful monthly giving program, it's important to have the right online fundraising tools to make the whole experience as easy as possible for your donors (and your staff). Here's what you'll need:

- A donation page built for giving.** Your online donation page must offer a easy and clear monthly giving option. Ideally, you'll have a page dedicated to monthly giving, as well as a strong monthly giving ask on your standard campaign pages.
- A branded design.** Your online giving experience should look and feel like your nonprofit's website and campaign materials. Having a professional and familiar design will make a donor more likely to give. Our data shows that donors will give an average of **43% more** on a branded giving page.
- Easy follow up and admin.** Your system should automatically send receipts and thank yous, and allow donors to easily update their information.
- Customizable options.** Your online donation page should allow you to suggest donation amounts, set custom gift strings, and add impact labels to reinforce what a monthly donation can do.
- Reports and tracking.** You'll want to track your progress, so your online giving system should also offer real-time reporting of gifts and allow you to track monthly donors over time. Using spreadsheets and graphs never felt so good!
- Email marketing.** Use a reputable email marketing service (like Constant Contact!) to send email appeals, thank yous, and impact reports. This will allow you to segment your communication and tailor your message for monthly donors and recurring giving campaigns.

Ready to start your own online monthly giving program?

We can help. Network for Good's online fundraising platform offers all of these features, plus the expertise and support you need to succeed. To find out more, visit www.networkforgood.com/NPO or call 888.284.7978 to speak to an online fundraising consultant.