



# Basics & More™

*Mastering Monthly Giving*



2022

Do you ever wish that you could build a predictable monthly revenue stream - and create donor loyalty for your organization?

What about lowering your fundraising costs while simultaneously reducing donor attrition?

**Monthly giving is your answer.**

Long a staple of fundraising programs throughout the world, monthly giving is a gold mine, particularly for small nonprofit organizations. Recent studies have reported donor retention rates of 90% and up for monthly donors (the average donor retention rate is 45%)! Even millennials love monthly giving. Sixty percent of donors under age 35 give monthly.

If you're not quite sure how to go about creating and growing your organization's monthly giving program, *Mastering Mastering Mastering Monthly Giving | Basics & More™* is your answer.

*Mastering Monthly Giving | Basics & More™* is our four-week comprehensive class where you'll be guided, step-by-step in the creation and growth of your organization's monthly sustainer program.

**You'll discover:**

- What monthly giving is and how it works
- What database is best for your organization
- Developing a theme for your monthly giving program
- Who to target for your best results
- Why your monthly giving program should never be an "add on"

- How to create an online monthly giving campaign
- How to get staff and board buy-in
- How to steward your monthly donors
- and much more!

If you're one of my regular followers, you know that I believe monthly giving is the best thing since sliced bread! Now you can develop and launch your own monthly giving program in four short weeks with *Mastering Monthly Giving | Basics & More™*.

This course contains three separate bonus recorded webinars (a \$297 value) from monthly giving guru, Erica Waasdorp. Whether you're new to monthly giving, or you've got a program that's stagnating, you'll sure to benefit from this class. Includes a bonus booklet of examples, so you can see how organizations just like yours are structuring their programs.

## Monthly Giving Advanced Audit

**But what if you don't have the time or resources to devote to growing your program or you simply don't know where to start?**

Maybe you've taken every free monthly giving webinar out there and you're still not seeing real results. With *Monthly Giving Advanced Audit* you'll jumpstart your program the right way. Stop guessing about which donors to target or how to upgrade your donors. You'll receive hands-on guidance tailored for your nonprofit *and your resources*.

*Monthly Giving Advanced Audit* begins with a 30-minute discovery call where I'll ask you a series of questions to uncover the state of your monthly giving program.

**With this exclusive program, you'll receive:**

- Your organization's personal *Monthly Giving Audit*, detailing your program's strengths, processes, and weaknesses, with expert advice for rapid growth
- Full access to all four modules of *Mastering Monthly Giving*, the most comprehensive monthly giving training available online
- Worksheets, templates, and a bonus booklet of examples
- A review of your monthly giving copy with suggestions for strengthening it
- Branding suggestions for your program
- Lifetime access to *Mastering Monthly Giving*

We'll followup with another call to review our findings and respond to questions. Enrollment in *Monthly Giving Advanced Audit* is limited to the first 10 enrollees to provide personalized attention.

## Course Dates & Syllabus

*Here are the weekly course modules you'll be receiving:*

### **Week One - March 7: Why monthly giving?**

You'll be learning exactly what monthly giving is and the role it plays in your organization's future sustainability. The numbers, the benefits, getting staff and board buy-in, and more.

### **Week Two - March 14: Developing Your Organization's Monthly Giving Program**

How will you brand your organization's program right — right from the start? In Week Two, you'll see examples of successful branding. We'll cover ask amounts, including impact ties, benefits to the donor, and targeting.

### **Week Three - March 21: Creating a Successful Monthly Giving Appeal**

How do you craft a compelling monthly giving ask? Week Three's module covers writing successful direct mail and email appeals, as well as brand new techniques for engaging donors online.

Bonus: How do you make the case for monthly giving? Week Three includes my *Monthly Giving Direct Mail Letter Template* and *Monthly Giving Examples* booklet.

## **Week Four: - March 28 - Stewarding & Growing Your Monthly Giving Program**

Stewarding your monthly donors oftentimes falls off the plate, particularly for smaller nonprofits. But you can easily incorporate the kind of stewardship that recognizes your monthly supporters for their commitment — and raise more. In Week Four you'll discover exactly how.

Bonus: Week Four includes my exclusive *Monthly Giving Roadmap*.

*Nonprofit Mastering Monthly Giving | Basics & More™* includes three members' exclusive recorded webinars from noted monthly giving expert Erica Waasdorp. Whether you're a beginner to monthly giving, or you're looking to ramp up your current program, this is one Basics & More™ course you won't want to miss.

**Cost:** The cost for this four-week training for up to seven team members is \$129.

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*Mastering Monthly Giving* is free with the *Basics & More All-Access Ticket*, the most comprehensive online fundraising and nonprofit sustainability program offered online. [Click here to learn more and enroll.](#)