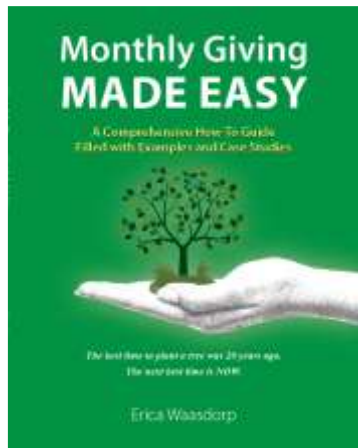




# Monthly Giving Made Easy

Erica Waasdorp  
A Direct Solution

# About Erica







**The best time to  
plant a tree was 20 years ago.  
The second best time is now.”**

– Chinese Proverb

# Today's highlights



- The power of monthly gifts
- Monthly giving made easy



**Monthly donors  
provide  
sustainable unrestricted funds**



# You can PLAN on the funds being there no matter what!



**Monthly donors give more money**



# What if you had more monthly donors?

## Annualize their value

	# of Monthly Donors	Average gift	Average Yearly Gift	Cumulative
Totals	100	\$24	\$288	\$28,800
Totals	200	\$24	\$288	\$57,600
Totals	500	\$24	\$288	\$144,000

Source: 2020 M&R Strategic Benchmarks, A Direct Solution







**Monthly giving  
is easy  
for the donor and for you!**

# It's all about the donor

- Gifts fit their budget
- Gifts are easy to make
- No matter where they are
- Mobile, desktop, mail



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SOLUTION

Start with ONE!

**One person in charge  
Keeps program  
on track**



# Use your tools and processes

- Online donation options
- Donor base
- Thank you processes





# Your systems can handle it

There are many more options, this is just a cross section of some



An Experience Made for Donors.



blackbaud®

## FUNDRAISING & RELATIONSHIP MANAGEMENT

Overview

Products

eTapestry

➤ 30 Day Free Trial

➤ Features

➤ Pricing & Plans

➤ Training

➤ Support Resources

➤ Refer-a-Friend

Raiser's Edge NXT

Luminate CRM

Blackbaud CRM

Altru




A DIRECT SOLUTION



# Your thank you processes are easy to adjust





# Create a monthly-only page




ABOUTHUMANE EDUCATIONANIMAL TOPICSGET INVOLVEDANIMAL PROGRAMSORDER MATERIALSDONATE


GET INVOLVED

  
Donate

  
Education Programs

  
Recent Action Letters

HUMANE EVENTS




JOIN OUR MAILING LIST

Powered by Robly™

NHES MONTHLY GIVING

Become a recurring donor today and make a difference to homeless animals.  
You'll ensure we have the funds to support the animals throughout the year and you can always change your gift at any time.



Donation Amounts  

Select Option

Or you can donate any amount here  

Enter Amount

Monthly

☒ I have read and agreed to the terms and conditions.  
The total below is for this donation only.

First Name \*  

First Name

Last Name \*  

Last Name

Mobile Number



Source: NHES

**One hour a  
week  
can go far...**





# Start with 'low-hanging fruit'

- You
- Board
- Volunteers
- Staff



# Invite board, create video and invite others

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.



Will you give monthly and become a *Champion for Youth* today?

<https://www.youtube.com/watch?v=cK8s4fhR2vk>

DONATE NOW

As Eddy tells you, there are three reasons to give monthly:

1. It's a great way to budget your gift.
2. It helps StandUp For Kids meet our strategic goals. We can plan better when we know that donors will be there to help us help our youth.
3. **You'll be confident that you play a big part in ending the cycle of youth homelessness.**

Your monthly gift, combined with those from other *Champions for Youth*, will make a huge difference to kids in need. It means they'll have a safe place to sleep, food to eat and the support to succeed in school.

Your monthly gift also helps us train volunteers and staff all over the country, so that they know the resources in the area and possess the skills to engage and develop transformative relationships with youth on the streets.

**So, will you consider becoming a *Champion for Youth*** with a gift of \$10 or \$14 each month, through your credit card? It only takes a minute to set it up.

Thank you again. You're a true *Champion for Youth*.

Gratefully yours,



# Add a button to your home page



Please join us for our annual Evening for the Environment. Tickets are now on sale!



Add your name to our petition and show your support for Governor Mills' climate leadership



Each Friday, we host a one-hour Lunch & Learn webinar focused on important and interesting

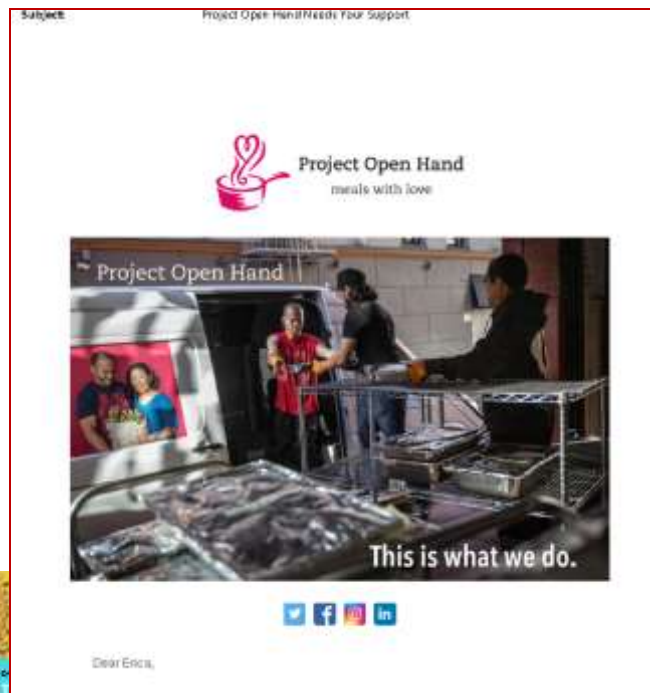


# Take over your home page





# Use your emails



I need you. We need you. Our clients need you.

Project Open Hand can only serve thousands of clients and can only provide life-saving meals to the critically ill and vulnerable in San Francisco and Alameda Counties with your help.

Now, the coronavirus (COVID-19) and the recent "shelter-in-place" order have drastically impacted our operations.

Normally, 125 daily volunteers fill our facilities, helping to prep and package meals. Now we are dependent on paid staff, finding volunteers who do not fall within the groups at risk of contracting the coronavirus, and we can only purchase expensive, pre-processed ingredients to prepare meals.

Most importantly, this health crisis has impacted the way we deliver these life-saving meals to our clients, many of whom are seniors or have a chronic illness — the most vulnerable groups to catching the virus.

These are uncertain times, and perhaps, one of the most challenging this organization has ever faced. We must be committed to the communities we serve...and we need your help to do it.

**Will you give monthly to support us during this critical time?**

By supporting us with a **MONTHLY DONATION**, you will help alleviate the increased costs we are facing in the weeks and months ahead to ensure that we continue to get these nutritious meals in the hands of those who need it most.

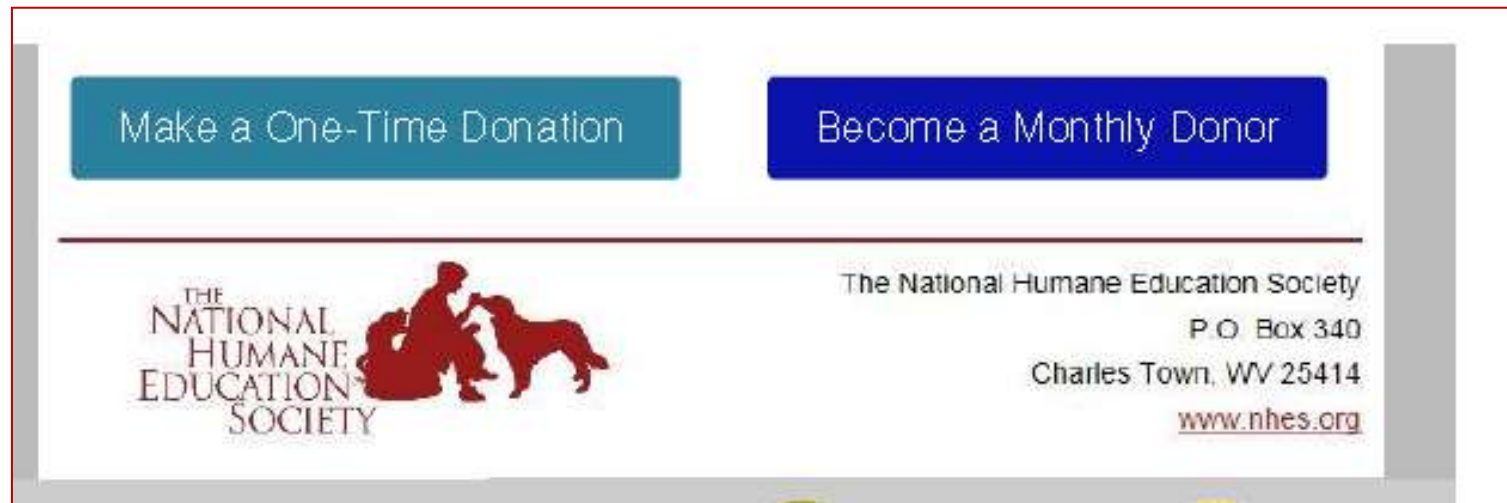
**Yes, I'll make an emergency gift**

If you can't give monthly, a **ONE-TIME DONATION** of any size will help us.

We are at a critical moment when action is needed and with your help, Project Open Hand can be ready to respond to do whatever it takes. Will you help?

Thank you for your support!

# Add an extra button



# Use a match!

## 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 the 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!



# Your email newsletter is easy and cheap



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

[DONATE NOW](#)

## Rescue Stories





# Your email signature is easy and cheap

*Director of Advancement*



[www.bbbscm.org](http://www.bbbscm.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!](#)



# Use testimonials wherever you can



FREE WITH US @ACHASOCIAL @ACHA\_Heart

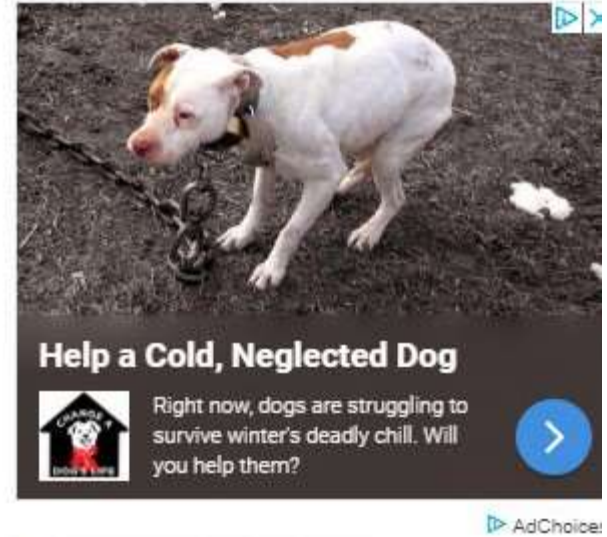


Source: Julia Campbell Causevox Digital Conference July 2021

# Use your channels to engage your donors

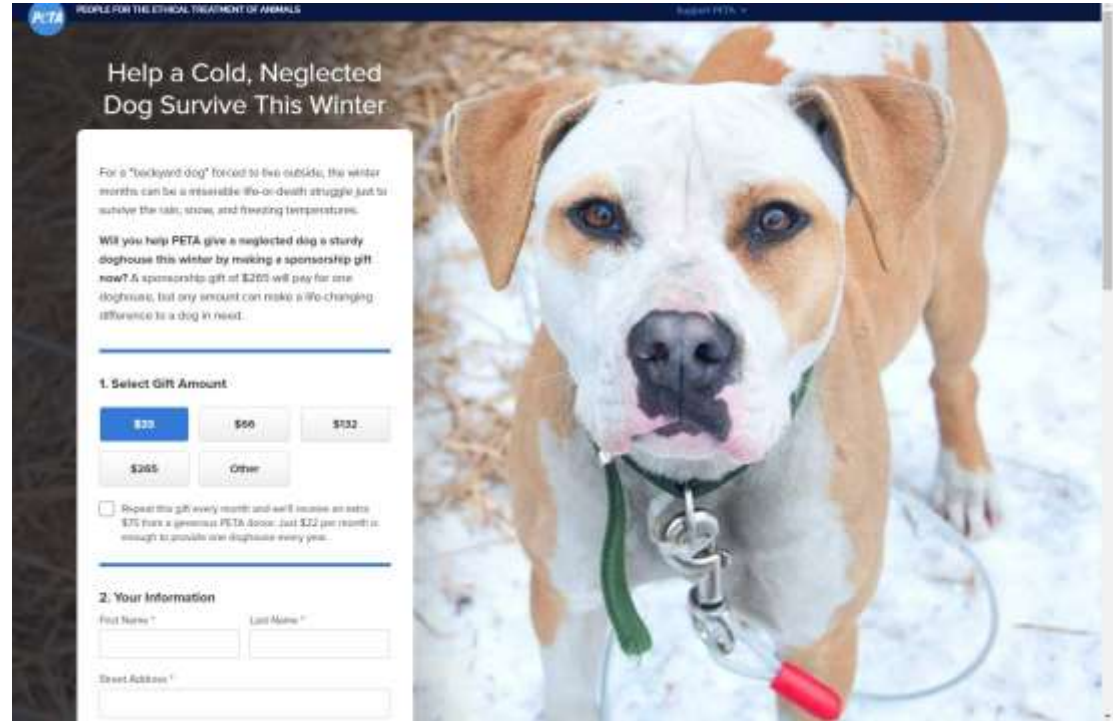
Step 1: Engage using ad, email, question, quiz, petition...

Ask them to **do** something!



# Drive donor to donation page

Step 2: Ask for a monthly gift on donation form with a nudge



**PETA** PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS Register PETA

## Help a Cold, Neglected Dog Survive This Winter

For a "backyard dog" forced to live outside, the winter months can be a miserable life-or-death struggle just to survive the rain, snow, and freezing temperatures.

Will you help PETA give a neglected dog a sturdy doghouse this winter by making a sponsorship gift now? A sponsorship gift of \$200 will pay for one doghouse, but any amount can make a life-changing difference to a dog in need.

**1. Select Gift Amount**

☐ Repeat this gift every month and we'll invoice an extra \$75 plus a generous PETA bonus: just \$22 per month is enough to provide one doghouse every year.

**2. Your Information**

First Name \*  Last Name \*

Street Address \*

Source: PETA ad and web site





# Use your print newsletter at no extra cost

## Make a Greater Impact with a Monthly Gift

Join the Friends of NPF and donate monthly to make a lasting difference for the national parks all year long. Signing up is easy and convenient. Best of all, your monthly gifts will fund important efforts that help protect and preserve your national parks.

Learn more at [nationalparks.org/friend](http://nationalparks.org/friend).

## 3 Ways

to Help Protect Our Parks  
for Today's Kids ... and  
Future Generations

- 1. Make a gift today.** To do even more to protect our national parks, please give a special, tax-deductible gift to the National Park Foundation today.
- 2. Make a legacy gift for tomorrow.** You have the vision to see how our national parks benefit all people. Consider turning your vision into your legacy by including the National Park Foundation in your will or estate plan. For more information, please call Donor Services at 1-888-GOPARKS.
- 3. Make an ongoing gift.** Your monthly gift will help us protect treasured landscapes and historical and cultural sites for generations to come.



# Use your appeal reply form at no extra cost



American  
Red Cross

## Help us respond when disaster strikes.

Yes, I'll help with my gift of:

☐ \$157.50 to help 9 people

☐ \$227.50 to help 13 people

☐ \$87.50 to help 5 people

☐ I prefer to give \$ \_\_\_\_\_

☐ **I'd like to make a monthly gift.** (See reverse)

☐ **Please charge my credit card.** (See reverse)

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PO Box 757

Marstons Mills, MA 02648-0757

40622311 0006null01000499 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, Islands and Southeast Massachusetts  
Donation Processing Center  
PO Box 55919  
Boston MA 02205-5919



▲ Please ensure our address shows through the return envelope window ▲



# Use the Phone



Just call or text to say  
thank you!



**What are you  
going to do  
next?**







**It's up to you  
to grow  
monthly  
giving to the  
next amazing  
level!**

# Follow up questions welcome

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