

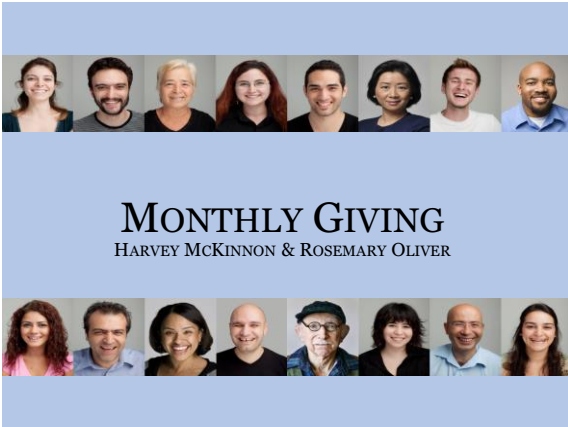
INTERNATIONAL
FUNDRISING
CONFERENCE
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MONTHLY GIVING

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 #AFPFC
AFPFC.com





What we'll cover today - Harvey

1. A core problem that non-profits face
2. The channels you can use to recruit monthlies
3. How much to ask for

What we'll cover today – Rosemary

4. 4 R's of Monthly Giving

- Recruitment
- Retention
- Recovery
- Re-activation

5. Communication plans & thanking



Donor Attrition & Donor Retention



What attrition means to you?

Donors Attrition Over Five Years

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7 Great Reasons to Act

Annual Income Increases



Better Relationships

Savings

Predictability

Donors stay longer

Upgrading:

Convenience

A Case Study

Cindy Williams gives \$1000 per year to 10 charities



Monthly Gift Options



A Few Myths



Why *your* organization?

What key things do one-time donors look for that convince them to make monthly pledges?

Is there an urgent reason to give?

Is it easy to give?

**How
will you
measure
results?**



Where are you...

STUCK? -





How Much To Ask For?

Marmot Recovery Foundation

Single gift donors	7,382
Monthly donors	1,164
Annual value from Single gift donors	\$187,355
Annual value from monthlies	\$180,885





5 more reasons to start NOW!

1. Builds over time (compound interest)
2. Never urgent
3. Massive return for time spent
4. Add layers gradually
5. Momentum

2 key concerns

Retention

Average annual gift

Monthly giving increases both!

Is it complicated?

- Not necessarily
- Start small
- Start with easiest payment options
- Get started!

Best arguments to use

Depends on your audience

And their different concerns and needs

For your Board

1. Benchmarking in your sector
2. Outliers
3. Potential
4. Ways to reduce “risk”
5. Long-term plan

For your Executive Director

- 1. Predictability & stability
- 2. Cost-effectiveness
- 3. Good stewardship
- 4. Progress
- 5. \$\$\$\$\$\$

For your Fundraising Team

- 1. Less work, more \$\$\$
- 2. Build better relationships with donors
- 3. Interesting challenge
- 4. Highly strategic
- 5. Focus

For YOU!

- 1. Best way to grow long-term income
- 2. Solid platform for everything else
- 3. Increases legacies
- 4. All of the other arguments above!

Annual Value differences

- Annual Value \$134.71 Single Gift Donors
- Annual Value \$202.22 Monthly Donors

5 year value differences

- Single gift donor \$621
- Monthly donor \$929

Averages and outliers

- Highest monthly gift
- # of donors over \$100/month
- # of donors giving 25 years +

Monthly donors

- Have higher retention rates
- Give more each year
- Give more long-term value
- More likely to be advocates
- Most likely to leave legacies

You can't afford to wait...

Get started now!

Once you have the donors

Best practices for:

1. Welcome process
2. Thank you letters (once a year)
3. Communications plan
4. Stewardship
5. Other things like legacies

Exercise

We'll have a handout with 2 exercises

- 1) For people just getting started
- 2) For people with programs who want to develop them

Feedback

5 most important things to remember

Thank you!

Recruitment



Your 30 Day Challenge

What will you do within the next 30 days?

1. _____
2. _____
3. _____
4. _____
5. _____

Your One Year Challenge

What will you do within the next 365 days?

1. _____
2. _____
3. _____
4. _____
5. _____

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