

**Week 2: Making Donors Aware of Your Monthly Giving Program**  
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# Introduction

Watch out, this week I'm going to say the M-word! That's right. Marketing.

Last week we talked about how to segment out your most loyal donors. This week we're going to talk about marketing your monthly giving program to the donors you identified last week.

We're going to be looking at how to market your monthly giving on your website, via email, via direct mail, and more, with lots of examples and worksheets so you can implement this NOW.

If you need more backup to complete these tasks, or if there's anyone else in your office who wants to take this course, please send me their email so I can add them to this e-course. I will be happy to add them at no extra charge to you. Everyone in your office should be able to benefit from this course! Just email me at [info@wildwomanfundraising.com](mailto:info@wildwomanfundraising.com) and I'll add them to the list.

Are you getting what you want out of this course so far? I am committed to your success and I want to make sure you get what you want and need. Please take this [quick 3 question survey](#) so I can tailor this course to your preferences.

Thank you!

Let's get going!

## ***Fantastic Monthly Giving E-Course Week Two***

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# Helping tie monthly gifts to a specific purpose

Why would you want to do this?

Because we are literal creatures. We want to think that even \$1 can “make a difference.” The point is not the size of the donation, so don't worry about getting \$100 a month from every donor right away. The point is to get the donor in the habit of giving to your nonprofit in an automatic, monthly way. It probably cost you a lot more than \$9 to get that \$9 per month donor, but in the long term, studies show they will give more to you than someone who gave a one-off \$100 amount. Here's what the National Council on Aging does for their levels of giving.

The screenshot shows the 'Donation Information' step of the NCOA donation process. It includes a progress bar with two steps: '1 Donation Information' (active) and '2 Donation Complete'. The main heading is 'Donate to NCOA'. Below it, a paragraph explains that every \$1 donated connects a vulnerable older adult to \$40 in annual benefits for food, medicine, heat, housing, health care, and other daily expenses. It mentions that last year, over \$865 million in benefits were provided. A link is provided for more information: 'NCOA is a Better Business Bureau accredited charity and has a four-star rating on Charity Navigator. NCOA is a qualified 501(c)(3) tax-exempt organization, and donations are tax-deductible.' Below this is a 'Select Gift Amount' section with four radio button options: '\$25 will help 1 struggling senior get \$1,000 in missing benefits', '\$100 will help 4 struggling seniors get \$4,000 in missing benefits', '\$500 will help 20 struggling seniors get \$20,000 in missing benefits', and '\$1,000 will help 40 struggling seniors get \$40,000 in missing benefits'. There is also an 'Enter An Amount' input field. At the bottom, there are two checkboxes: 'Yes, I would like to automatically repeat my gift to NCOA each month.' and 'Yes, this is an honor or memorial gift.' On the right side, there is a section titled 'How Your Gift Helps' which states 'Every \$1 you donate to NCOA = \$40 in annual benefits for a senior in need.' Below that is a section titled 'Where Your Money Goes' which states 'In 2012, NCOA spent 94% of income on programs that improved the lives of more than 500,000 vulnerable older adults.' A pie chart shows the breakdown: 94% Programs (green), 5% Administrative (blue), and 1% Fundraising (yellow). At the bottom right, there are logos for 'Charity Navigator', 'BBB Accredited Charity', and 'CFC'.

1 Donation Information 2 Donation Complete

## Donate to NCOA

Every \$1 you donate to NCOA will connect a vulnerable older adult to \$40 in annual benefits to help pay for food, medicine, heat, housing, health care, and other daily expenses. Last year, we helped struggling seniors apply for and receive over \$865 million in benefits to keep them healthy, secure, and independent.

NCOA is a [Better Business Bureau accredited charity](#) and has a [four-star rating on Charity Navigator](#). NCOA is a qualified 501(c)(3) tax-exempt organization, and donations are tax-deductible.

### Select Gift Amount

☐ \$25 will help 1 struggling senior get \$1,000 in missing benefits

☐ \$100 will help 4 struggling seniors get \$4,000 in missing benefits

☐ \$500 will help 20 struggling seniors get \$20,000 in missing benefits

☐ \$1,000 will help 40 struggling seniors get \$40,000 in missing benefits

☐ Enter An Amount

☐ Yes, I would like to automatically repeat my gift to NCOA each month.

☐ Yes, this is an honor or memorial gift.

### How Your Gift Helps

Every \$1 you donate to NCOA = \$40 in annual benefits for a senior in need.

### Where Your Money Goes

In 2012, NCOA spent 94% of income on programs that improved the lives of more than 500,000 vulnerable older adults.

94% Programs  
5% Administrative  
1% Fundraising

Charity Navigator  
BBB Accredited Charity  
CFC

It's not super imaginative, but it does share what the aging adults will get based on your relatively small monthly investment.

You want to share with them what their even low monthly donation can help accomplish. Recently I worked with HOPE Inc and we talked about what different levels of giving could help accomplish for their nonprofit.

Here's what we came up with.

What does each level accomplish?

\$9 a month goes for transportation for a single parent to go to college.

\$27 a month goes for life skills & job training for a single parent.

\$47 a month goes for childcare so a single parent can attend college without having to worry what the children are getting up to.

\$100 a month can help provide counseling & emotional support for a single parent.

Now it's your turn. Here are some sample levels:

What can each level do for your nonprofit?

\$9 per month can help us: \_\_\_\_\_

\$17 per month can do \_\_\_\_\_

\$27 per month can help us \_\_\_\_\_

\$38 per month can give \_\_\_\_\_

\$\_\_\_\_\_ per month can \_\_\_\_\_

\$\_\_\_\_\_ per month can \_\_\_\_\_

\$\_\_\_\_\_ per month can \_\_\_\_\_

\$\_\_\_\_\_ per month can \_\_\_\_\_

# Costing out a monthly giving awareness campaign

Our website: Making sure we have a monthly giving option on our website. Who do you currently use? Whoever it is, are they willing to help you set up a good monthly giving form?

Here are some sample places you can get your monthly donations processed, if you haven't already gotten this set up.

Here are the ones I've personally used at nonprofits:

Authorize.net

<http://www.authorize.net/>

Network For Good

<http://www.networkforgood.org/>

PayPal

<http://paypal.com>

Here are some other ones (This is not an exhaustive list)

Rapidata Services

<http://rapidataservices.com>

Yapstone

<http://yapstone.com>

IATS

<http://iatspayments.com>

EFT Corporation

<http://etransfer.com>

SalesForce

<http://www.salesforcefoundation.org/nonprofitstarterpack>

Google Checkout  
<https://checkout.google.com/seller/npo/index.html>

FrontStream  
<http://www.frontstreampayments.com/>

Vanco Services  
<http://vancoservices.com>

### Projected Expenses for Monthly Giving Program Marketing Campaign

Our direct mail package: # of donors we mail to _____	Cost Per piece	Total Cost
<i>Monthly Giving Appeal Letter Pieces</i>		
Our remit envelopes: Reprinting remit envelopes to make sure there's a monthly giving option on there		
1 letter x # of donors we will send this to		
1 remit envelope for each		
PLUS (Example) Address labels, a t-shirt, a bumper sticker, magnets		
Total postage per package		
x # of packages in our postal code area		
x # of packages outside of our postal code area =		
Strapping material		
Email software package (Cost per month)		

Our emails: Cost \$50/month for email software package

Email 1: Introducing our letter

Email 2: FAQ about monthly giving

Email 3: Last chance to get your donation doubled by choosing monthly giving!

Adding your own time to create this monthly giving appeal and process it is tricky, and might just be better left out for now.

## Should you go with an agency?

Here's a sample of what a monthly giving ask package cost Medcin Sans Frontieres in Australia, from Pareto Fundraising ([from Sofii.org](http://from Sofii.org)).

If you've got a big list and you've got this kind of budget, then this might be a good solution for you.

### COSTS:

Costs shown are exclusive of GST.

Agency fee	\$28,853
Print & production	\$23,169
Postage	\$8,894
<b>TOTAL</b>	<b>\$60,916</b>

### RESULTS:

- Achieved 3.5 per cent response rate to the RG ask.
- \$281,814 first year regular giving income.



# Examples of acquisition strategies for monthly giving programs, including web, appeals, email, and more.

## Web

This should be the easiest to implement, and one of the quickest to see results from.

*“Mr. Rojas of the nonprofit Lambda Legal saw a 27 percent increase in online recurring gifts between FY2011 and FY2012, highlighting the importance of promoting your monthly giving program online.*

*When Lambda Legal redesigned its website, it implemented a two-ask donation form, with a monthly ask string on top and a single gift stream on the bottom. It caused a 100 percent increase in recurring gift enrollment. Above all, he said, make sure you plug your program on your Home Page. “The worst thing you can do online is a really big donate button with a small link to a monthly giving program on the home page,” he said. Feature the program prominently”<sup>1</sup>*

So what does this look like?

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<sup>1</sup>From Nonprofit Times <http://www.thenonprofitimes.com/news-articles/keeping-monthly-donors-is-worth-the-effort/>

With your donation, we'll send you updates and action alerts so you can take quick, simple actions for animals each week. Plus, with a donation of \$25 or more you'll receive a free subscription to our award-winning, bi-monthly *All Animals* magazine with animal care tips, news from The HSUS, and investigative reports from the animal protection field.

Please provide the following information to make your donation using the secure form below. Thank you for your generous support!

Please consider supporting our work for animals all year long: Become a *Humane Hero* and your gift for animals will automatically repeat every month. [Click here](#) to set up your monthly donation today.

### Choose the amount of your donation

\* Select Gift Amount:

☐ \$35.00

☒ \$50.00

☐ \$100.00

☐ \$500.00

☐ \$1,000.00 Humane Leader\*

☐ Other:

### Billing Information

\* First Name:

#### OTHER WAYS TO GIVE

Make a one-time gift

Set up a monthly donation plan

Make a gift donation

Make a gift in memory of a person or pet

Match a gift

Donate your car or stock



This example comes from the Humane Society of the United States. This is their “single donation” page. Note how their single donation page urges you to set up monthly giving twice, once at the top, and once on the side of the page.



## Yes! I want to become a Humane Hero for animals by making a monthly gift to The Humane Society of the United States.

As a Humane Hero, you'll stand with us each and every month as we shut down puppy mills nationwide, save animals from natural and man-made emergencies, end the barbaric Canadian seal hunt, stop dogfighting and other forms of animal cruelty, and so much more.

As a thank you for your generous monthly support, you'll receive a free subscription to our award-winning, bi-monthly *All Animals* magazine, with animal care tips, news from The HSUS, and investigative reports from the animal protection field. Plus, we'll send you updates and action alerts so you can take quick, simple actions for animals each week.

Please provide the following information using the secure form below to complete your monthly gift today.

Or Make a One-time Gift

### Choose the amount of your monthly donation

\* Select your monthly gift amount:

☐ \$12.00

☒ \$19.00

☐ \$25.00

☐ \$36.00

☐ Other:

Your gift for animals will repeat every month. If you'd prefer to make a one-time gift, [Click here](#)

#### OTHER WAYS TO GIVE

[Make a one-time gift](#)

[Set up a monthly donation plan](#)

[Make a gift donation](#)

[Make a gift in memory of a person or pet](#)

[Match a gift](#)

[Donate your car or stock](#)

What will each donation level do? It doesn't say. But you do get certain premiums, outlined at the top of the page, including the magazine, and action alerts.



A lifelong, loving home for every pet.

[RETURN TO HOME](#)

**DONATE NOW  
AND HELP MORE PETS  
FIND LIFELONG, LOVING HOMES.**

I wish to make a recurring monthly donation in the amount of

This amount will be charged on the same day of every month.

☐ \$25.00

☐ \$50.00

☐ \$100.00

☐ \$250.00

☐ \$500.00

☐ OTHER \$

#### Your Information

#### Credit Card Information

Title:

VISA



Petsmart does this differently. Their donation form from their home page DEFAULTS to monthly giving, and if you want to give another way, you

have to hunt around to find a way to do this. Would you be brave enough to try this on your website?

What if you're a human services nonprofit? Look at what Amnesty does. Their monthly donation is right there at the top, and you have to choose whether you want to give monthly or on a one-time basis.



The image shows the top portion of the Amnesty International USA website's donation page. At the top left is the Amnesty International logo with the word "AMNESTY" in large bold letters and "INTERNATIONAL" below it, next to a torch icon. To the right of the logo is a small yellow box with "USA" in black. Below the logo is a black horizontal bar. Underneath the bar, the heading "Donate to Amnesty International" is centered. To the left of the heading is a paragraph: "Your donation will help Amnesty International fight to free prisoners of conscience, abolish the death penalty, stop violence against women and ensure the human rights of all people. When you become a member by donating \$25 or more, we'll also grant you exclusive access to our online members area." To the right of this paragraph are two logos: the BBB Accredited Charity logo and a VeriSign Trusted logo. Below the paragraph is a section titled "Please select your tax-deductible gift amount:" followed by radio buttons for \$250, \$150, \$100, \$75, \$35 (which is selected), and a text input field for \$35. Below that is a section titled "Please select donation frequency:" with two radio buttons: "Yes, automatically repeat this gift every month." (which is selected) and "A one-time gift is better for me right now."

What about a pop-up on your website reminding people to give monthly donations? How does this look?

Check out what the Special Olympics is doing here on the right. They give an incentive to the donor that includes an extra donation amount if they give now. And they include a lot of white space, as well as a logo “VeriSign secured” to



make the donor feel safe.

**Monthly Giving**

Join The Arc's monthly giving program, and help promote and protect the rights of people with intellectual and developmental disabilities. Making a monthly gift helps provide a steady flow of support for our work to bring real progress to people living with intellectual and developmental disabilities and their families.

To give on a monthly basis, select "Recurring gift" under Additional Information in the form below.

**Donation Information**

Amount: ☐ \$25.00 ☐ \$50.00 ☐ \$75.00 ☐ \$150.00 ☐ \$250.00 ☐ \$500.00 ☐ Other \$

Designation:

Type of gift:

Corporate: ☐

The ARC's monthly giving form allows donors to designate where they want their money to go. I would counsel against this for your nonprofit, because chances are that donors don't really care about this, and you might be tied to using money a certain way that will not go where it is needed most.



On the other hand, this form could be meaningless, AKA the nonprofit may be using all of the money as they see fit, and just using this form as a survey to find out what their donors care most about.

I DO like what the Red Cross does with the sidebar of their website. They don't just give ways to donate. They give ways to fundraise, ways to volunteer, get involved with a group, help internationally, be a digital advocate, and where your money goes, all in one place. If your nonprofit works internationally, you might want to consider this. If your nonprofit is looking to help mobilize people not just to donate, but also to volunteer, this could work for you as well. And one of the biggest donor questions is answered right there: Where your money goes. I love this. It encourages the reader to take action, no matter what level of involvement they're ready for right now.





The screenshot shows the American Red Cross website. At the top, there is a navigation bar with links for 'Sign In/Sign Up' and 'Cart: 0 (\$0.00)'. Below this is a secondary navigation bar with links for 'WHAT WE DO', 'RED CROSS STORIES', and 'NEWS & EVENTS'. A third navigation bar contains links for 'DONATE FUNDS', 'GIVE BLOOD', 'TAKE A CLASS', 'WAYS TO HELP', and 'GET ASSISTANCE'. The 'WAYS TO HELP' link is selected, leading to a page titled 'Make Monthly Donation to the Red Cross'. The page features a sidebar on the left with a 'Ways to Help' section, where 'Ways to Donate' is expanded, showing options like 'Donate Monthly', 'Text Message', 'Mail or Phone', etc. The main content area has a heading 'Make Monthly Donation to the Red Cross' and a quote: 'We are capable of so much when we stand together in times of need.' Below the quote, there is text explaining the 'Red Cross Champion' program and a 'Donate Now' button.

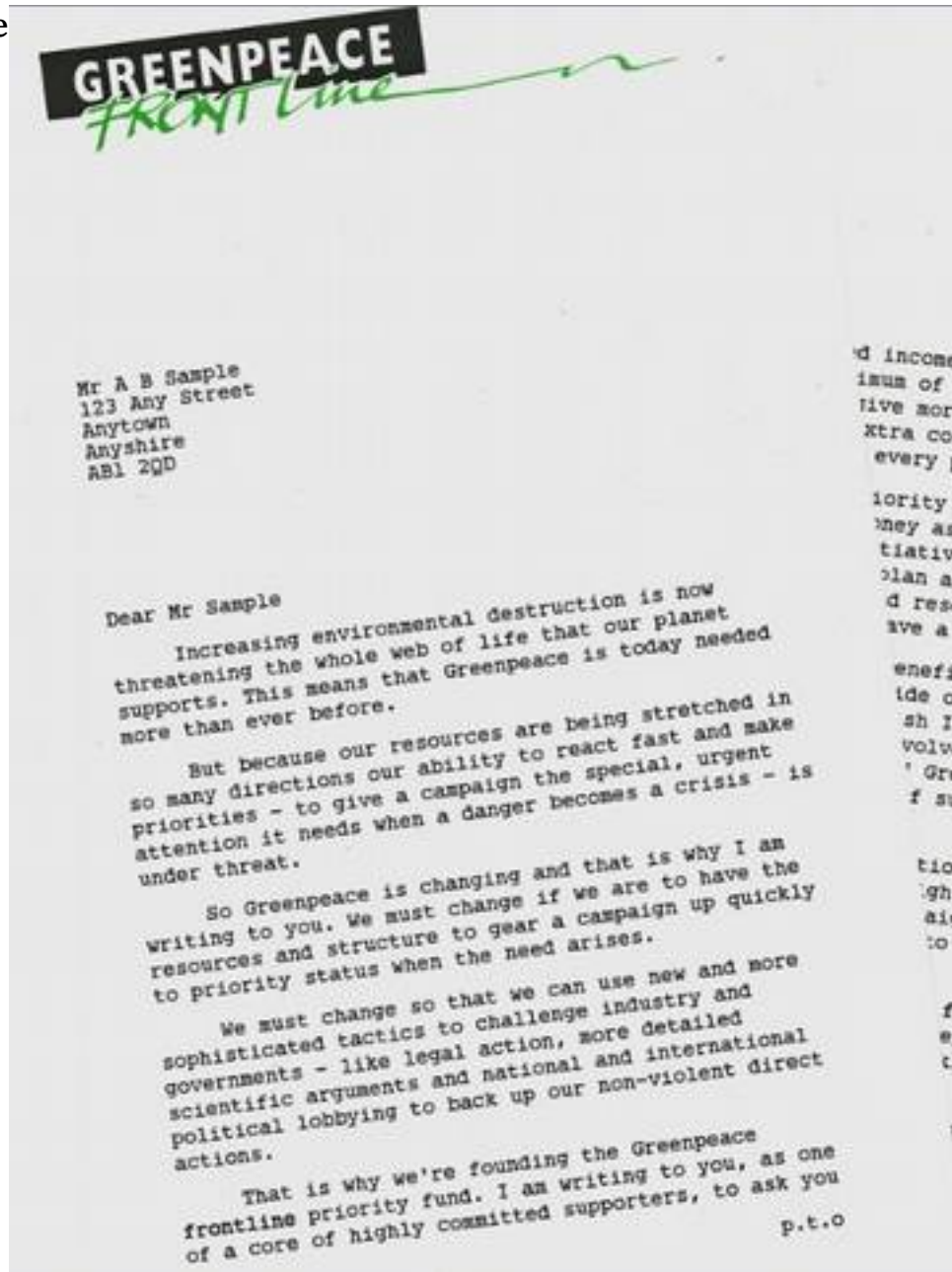
What if you're a nonprofit that helps emergency medical technicians go wherever they're needed? That's a lot like the Red Cross on a small scale. So check out what the Red Cross does. Their language is good, they use the word YOU a lot and they do have a name for their monthly givers, the Champions. But the Red Cross makes potential donors create an account. Personally I wouldn't do this, because it adds a layer of complexity or a speed bump that might turn a donor off and turn them away.

## Direct Mail

How can you make your direct mail really sell your monthly giving program to your most loyal donors?

1. Give people reasons **WHY** monthly giving is so urgent now. Share with the reader the challenges facing your mission, your clients, your environment, and then why not share the name of your monthly giving program?

Greenpeace calls theirs the



“Greenpeace Frontline Priority Fund.”



Why should you become a monthly donor? Greenpeace inserts a brochure that explains why. The bottom line? So they can go wherever the need is greatest. Isn't that what your nonprofit would like to do as well?

Justifying monthly giving to donors can be as simple as:

## 2. Save us fundraising costs: How?

WNYC says, "You won't have to think about renewing your membership next year. It will be automatic, and you won't get annoying reminders from us."

What about justifying monthly giving for programs?



**3. Allow us to respond to the areas of greatest need as quickly as possible.**

What's *your* case for monthly giving?

**4. Tie Monthly Giving to a Specific Purpose.**

Are you an animal nonprofit? Maybe the person can help a specific dog or cat at your shelter get care and get adopted.

Are you an environmental education nonprofit that needs a stream table or other education tool? Great! Put that in your monthly giving ask.

Does your nonprofit need a building? A truck for food? A van to transport people? Put that in your monthly giving ask.

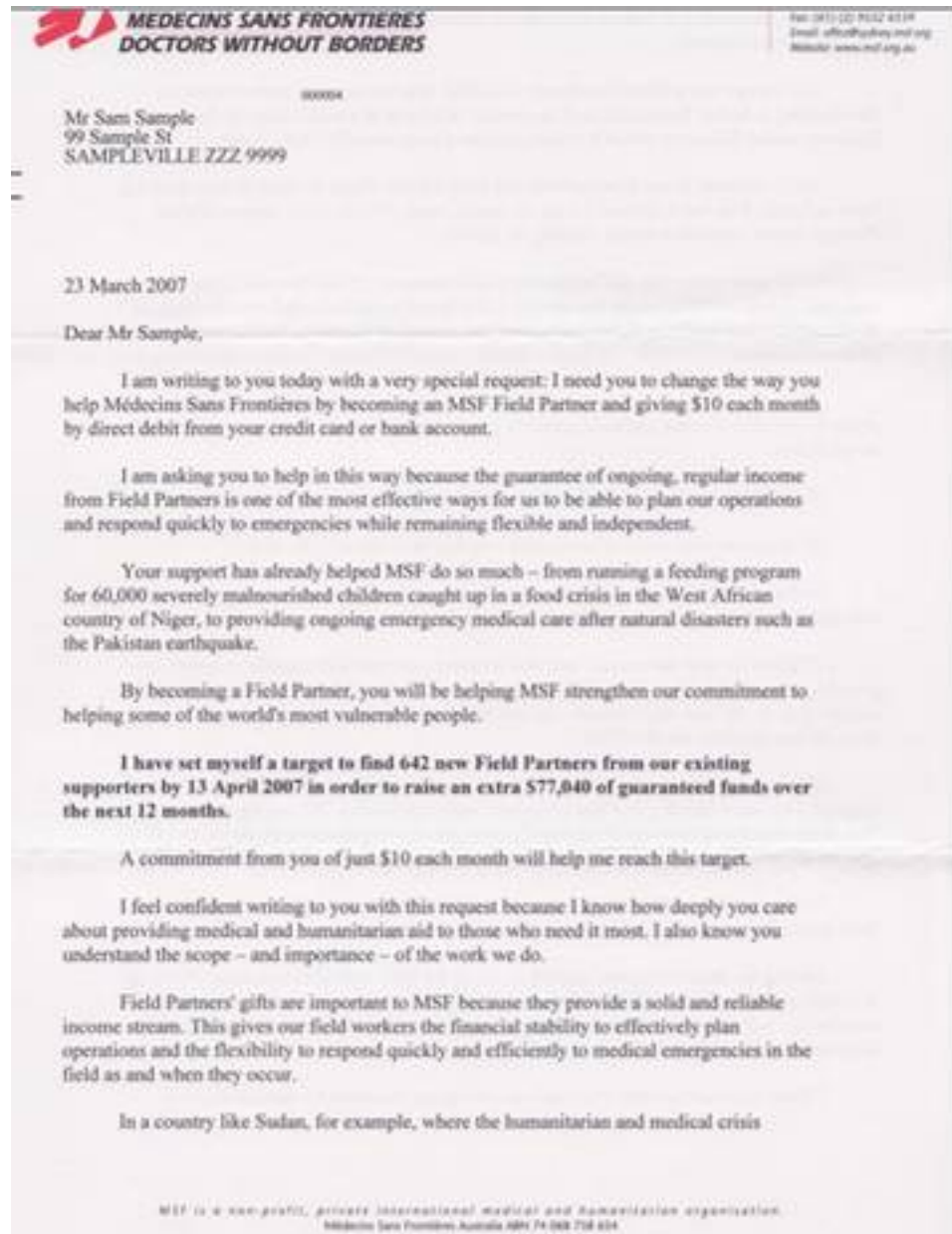
**5. Reassure donors that they can stop at any time.**

This is really important for donors. They don't want to feel locked into something. If you write that they can cancel at any time, they'll feel more comfortable giving you their credit card information.

**6. Exclusivity: Membership your exclusive monthly giving group: Why is it so special?**

What's the name of your monthly giving group? What makes it so special? Do people get a behind-the-scenes look at your nonprofit? Maybe backstage passes for your show or concert?

Here's an audacious example of direct mail monthly giving from Medcins Sans Frontieres in Australia.



Why is it audacious?

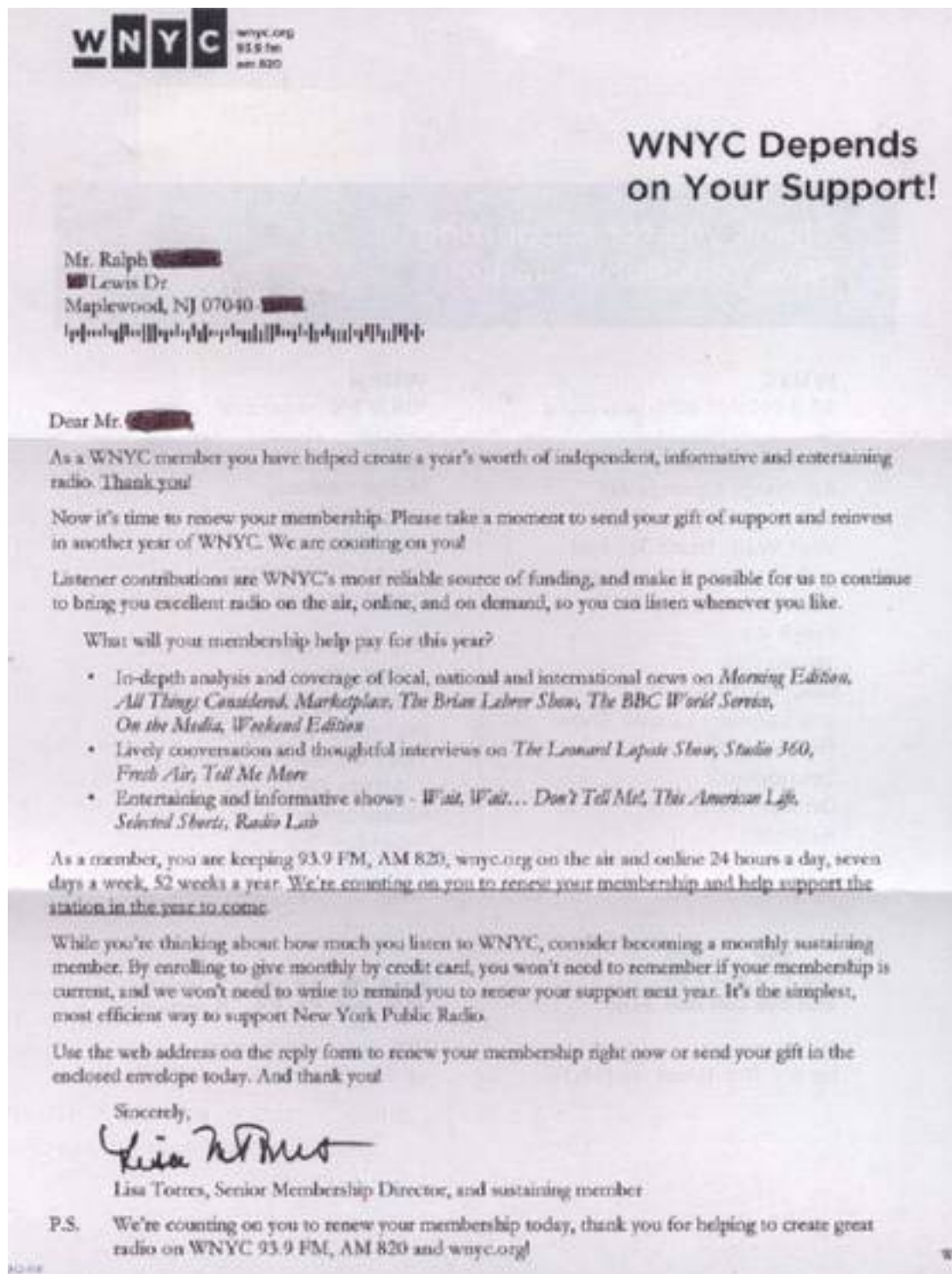
They actually announced right up front the amount of monthly givers they needed to make the goals they set for themselves. This personalized approach really worked out for them.

What were their results with this mailing? **They got 915 new monthly givers.** And now they've got a pack they can use every year to get more monthly givers.

[See the full package](#)

What if your cause is less urgent than first responders?  
Look at what WNYC has done with their membership mailing below.

They justify monthly giving with a bullet list of what it will help pay for. And look at the end of the letter. They say, "This is exactly how we want you to respond right now." They are very specific. You wouldn't think that



this approach would work, but it does. People respond to directions.

I love the PS too. We're counting on you to renew your membership today, and thank you for helping us do X!

## ***Your turn worksheet***

### **FOCUS**

What is the picture you want to convey with this letter?

Who is the focus? Is there one story that evokes your mission? Is there one story that shares the uncertainty of funding/the uncertainty of the future, why giving is urgent, now?

What story is that? Whose face can tell this story?

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What is the urgency?

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### **Header for my monthly giving letter:**

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Ideas:

10 Reasons to Become a Champion (name of your monthly giving program) Today

I woke up to puppy breath. You?

This letter is the most difficult letter I've ever written.

Did you know? We had to turn away 9/10 people last year who needed our help.

### **Thank the donor:**

Thank you so much again for your gift of \_\_\_\_\$amt\_\_ on date\_\_\_\_

### **How Monthly Giving Helps YOUR nonprofit**

1. Programs

---

2. Less Fundraising Costs

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What will you do this year with their help?

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**Exactly what the monthly gift will do**

**Specific purpose?** \_\_\_\_\_

**Levels of Giving:**

\$\_\_\_\_\_ per month can \_\_\_\_\_

\$\_\_\_\_\_ per month can \_\_\_\_\_

\$\_\_\_\_\_ per month can \_\_\_\_\_

### **FAQ for monthly giving**

Sample Questions:

- What is monthly giving?
- What's the benefit of monthly giving?
- What do I get for being a monthly donor?
- How can I keep track of my donations? (We'll send you an annual statement)
- Can I stop at anytime?
- How do I get started with monthly giving?
- If I need to, how can I cancel monthly giving?

(Try to anticipate a donor's objections to a recurring giving program.)

PS.

Don't forget the PS! Tell them exactly what you want them to do.

Is there a deadline? My deadline: \_\_\_\_\_

## Reply Devices

Now check out Greenpeace's reply device. It's a postcard that can be slipped in an envelope.

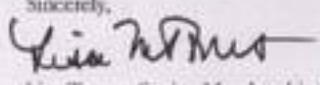


It's a principle of advertising to keep your donor saying YES over and over again. Why not use your reply device to reinforce the word YES in your donor's mind? Look at Greenpeace's reply device. It says YES. I'll back "Name of your monthly giving program"

It is pre-printed with the donor's name and address, as well as giving a place to add the name and address of their bank, and their UK Supporter number. In the US you might want to add your 501 c 3 number. Then it gives a place for the donor to write in the monthly amount they'd like to give, starting on the date they choose, allowing them to add their bank account number.

Now here's an example from WNYC, a radio station in New York City. Check out the reply device. It allows people to think of just giving \$10 monthly. It ALSO says "YES" on the reply device.

enclosed envelope today. Thank you!

Sincerely,  
  
 Lisa Torres, Senior Membership Director, and sustaining member

P.S. We're counting on you to renew your membership today, thank you for helping to create great radio on WNYC 93.9 FM, AM 820 and [wnyc.org](http://wnyc.org)!

160 Varick Street • New York, NY 10013 • 646-829-4000

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**ANNUAL MEMBERSHIP RENEWAL FORM**

**YES, I'm renewing my membership in support of outstanding radio!**

☐ I'd like to become a sustaining member.  
 Charge my card monthly for: ☐ \$10 ☐ \$12 ☐ \$15 ☐ \$ \_\_\_\_\_

☐ Here is my one time gift of: ☐ \$40 ☐ \$100 ☐ \$80 ☐ \$60 ☐ \$ \_\_\_\_\_

Mr. Ralph [REDACTED] AMR130110401  
 110 Lewis Dr 00770267  
 Maplewood, NJ 07040- [REDACTED]  
 My email address is \_\_\_\_\_

160 Varick Street • New York, NY 10013 • 646-829-4000

**Renew instantly at**  
[www.mywnyc.org/R\[REDACTED\]17979](http://www.mywnyc.org/R[REDACTED]17979)

I prefer to  
☐ Enclose my check  
 (payable to New York Public Radio)

☐ Use my credit card  
☐ VISA ☐ MasterCard  
☐ AmEx ☐ Discover

Card No. \_\_\_\_\_  
 Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**THANK YOU!**

If creating a tear off form like WNYC or inserting a postcard seems too costly, you can also modify your remit envelope to be your reply device, as shown below.

Here's an outstanding reply envelope from WNYC.

What does their gift make possible for YOUR nonprofit? Write it in the top left?

Radio made possible by:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**URGENT!**  
 My membership gift  
 is enclosed.

**New York Public Radio**  
 PO Box 1550  
 New York, NY 10116-1550


Thank you  
 for your  
 stamp

160 Varick Street • New York, NY 10013 • 646-829-4000



This example below is from Wilderness PAC.

If you have to use up your current remit envelopes before printing new ones, consider using the current ones for other mailings, and get new ones printed up sooner.

	<b>Help Elect Wilderness Leaders in 2004!</b>
Enclosed is my contribution of: <input type="checkbox"/> \$50 <input type="checkbox"/> \$100 <input type="checkbox"/> \$250 <input type="checkbox"/> \$500 <input type="checkbox"/> \$1,000 <input type="checkbox"/> \$2,500 <input type="checkbox"/> \$5,000 <input type="checkbox"/> Other \$_____	
Please make your check payable to WILD PAC. Please charge my <input type="checkbox"/> Visa OR <input type="checkbox"/> Mastercard.	
My credit card number is _____ Expires: _____	
Name: _____ Signature: _____	
To Contact WILD PAC, go to <a href="http://www.wildpac.org">www.wildpac.org</a> or call 970.375.1696	
WILD PAC is a non-partisan organization working to elect conservation leaders who will protect America's public lands and wilderness.	
Please enroll me in the <b>Wilderness 2004!</b> Monthly Payment Program.	
You have my permission to deduct \$_____ from my Visa or Mastercard each month starting ____/____/____ and ending November 2004. I know I can resign from this program by simply calling WILD PAC at any time.	
<i>*Federal law require us to use best efforts to collect and report the name, mailing address, occupation and employer of individuals whose contributions exceed \$200 in a calendar year.</i>	
Name: _____	
Address: _____	
City: _____	State: _____ Zip Code: _____
Home Phone: _____	Work Phone: _____
*Occupation: _____	*Employer: _____
Email: _____	
Contributions and gifts to WILD PAC are not tax deductible. WILD PAC (federal account) may receive up to \$5,000 per year from a contributor and all contributions to this account are subject to the prohibitions and limits of federal law.	
Paid for by WILD PAC, <a href="http://www.wildpac.org">www.wildpac.org</a> , and not authorized by any candidate or candidate's committee.	

You'll have better luck with your remit envelope if you can not just add monthly donations as an afterthought but make it the highlight of the entire envelope.

What ideas do you have for your reply device now?



Please write these here:

---

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## *Email solicitations*

Ready Scheherazade?

Do you have the guts to write your donors a new story every single day for a month? That is what [this small nonprofit](#) did.



**S.A.L.V.E. International**  
**Motorbike May**

Is the **look of shock** on Moses' face because we have told him that we were going to take him home to his family so he no longer has to sleep on the street at night? Or because of his father's reaction when we returned him home?

"Where has he been living? I have been looking for him ever since he went missing and I have had sleepless nights because of him. I love him so much and I want to take him to school".

**SALVE International works with children on the streets in Uganda. This May we are asking YOU to become one of 200 people to donate just £5 to raise the £1000 we need to buy a motorbike so we can help even more children leave the streets and return home to their families**

<https://mydonate.bt.com/events/motorbikemay>

If your nonprofit helps people or animals that the donors cannot meet, then why not make those people REAL through your emails around your monthly giving campaigns?



This nonprofit told 31 stories in 31 days and raised over their goal for this appeal!

If you need something specific for your cause, whether it's a motorcycle or a van, why not make that the focus of a monthly giving appeal?

But what if you don't help people? What if you help animals?

Look at this touching email from the American Humane Association.

**Subject:** 20 Adorable Dogs Stuffed into a Coffin

[View this email in your browser.](#)

American Humane Association™

**DONATE!**



## 20 Adorable Dogs Stuffed into a Coffin and Left to Die...

Who would DO such a thing?

Twenty Chihuahua mixes were stuffed into a coffin, which was nailed shut, and left to die in the scorching sun. Rescued in the nick of time, the dogs were in terrible condition. Daisy had to have her eye removed. Diego showed symptoms of pneumonia. Tall Boy and Sophie had kennel cough. All of them were afraid and could not even look at people. When they were saved they huddled together with their faces to the wall.

**"Who would do this?"**

**DONATE!**



could not even look at people. When they were saved they huddled together with their faces to the wall.

With love, care and medical attention, they are slowly learning to trust again and that not all people are bad.


With your support, we can help pay the local medical costs for Daisy, Diego, Tall Boy, Sophie, Xena, and Sassy, and help other innocent animals who have been through the worst experiences imaginable. Each year American Humane Association rescues thousands from abuse, neglect, disasters, and cruelty, and through our animal emergency funds helps pay to save and rehabilitate sweet and adoptable animals like these so they have a better chance at finding a forever home.



*Daisy*

Won't you help them?

With thanks,

A handwritten signature in black ink that reads "Robin A. Ganzert".

Dr. Robin Ganzert  
*President and CEO*

Copyright © 2013 American Humane Association  
1400 16th St. NW, Suite 360, Washington, D.C. 20036

What makes this an effective email?

1. Link to help has the word YOU in it.
2. Real signature.
3. Says the word YOU in each paragraph
4. Compelling pictures that name these animals and help the reader feel compassion for them.

Here's a sample series of emails that you can send around your monthly

giving campaign:

1. Send your appeal letter.
2. Send Email 1: “Did you get our letter?” 4 days after your appeal letter is sent.
3. Send email 2: “FAQ about monthly giving” 3 days after that.
4. Send email 3: “Compelling story about your cause” 3 days after that.
5. Send email 4: “Last chance to give and get premium X!” 3 days after that.

What are some ideas you have for your monthly giving emails right now?

Email 1:

Email 2:

Email 3:

Email 4:

Email 5:

# How to test what works and what doesn't work with your monthly giving marketing

Segment your audience. Your best bet will be people who have given in the last 6 months.

So try segmenting based on when they gave:

6 months or less: Letter 1

6 -12 months: Letter 2

13-24 months: Letter 3

And what about the amount they gave? If they gave \$20 or \$10 for their first gift, that's a wonderful place to start. You can parse out different letters for different levels of donations. How about:

\$10 or less: Letter 1

\$15-\$50: Letter 2

\$50 plus: Letter 3

# Creating an identity or affinity group

Why should you create a separate name for your monthly donors?

*A monthly giving program is a club that donors join, and as such should be a sub-brand of your organization. Lambda Legal's monthly giving program is called the Justice Fund. A sub-brand "can help build a sense of affiliation, a sense of feeling important to the organization." Your marketing materials will say that these donors are special; "If you don't treat them as special, you'll have donors who are upset," said Rojas.<sup>2</sup>*

When you make your donors feel part of an exclusive club, you tap into another principle from Cialdini, called Exclusivity. This means that your donors feel special because you've created a place for them, with special perks, and not just anyone can join it. People like to feel not only like members of an exclusive club, but also like they are surrounded by like-minded, well-established people. When you create this club, you can create events and communications that reinforce this concept, and allow your most loyal donors to network and gain benefits beyond just a premium that you offer in your first communications.

If you want to see some Exclusivity in action, check out one of your fancy grocery stores in your area. How do they make people feel special? Is it that they get to have a snack or drink as soon as they walk in the door? Do they have a mister outside to refresh people waiting in line on a hot day? Are their signs pretty? Do they offer massages? Helpful salespeople? A seamless checkout experience? Make a note of the things that make you feel special the next time you're in one of these stores, and then think, "Could we recreate some of this at our next event for our most loyal donors?"

Here are some name ideas for your monthly giving circle or club:

Partner in Hope

Champions for Animals

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<sup>2</sup> Ibid. From Nonprofit Times <http://www.thenonproffitimes.com/news-articles/keeping-monthly-donors-is-worth-the-effort/>



Emergency Response Team

Circle of Faith (For faith based organizations)

(Your Nonprofit Name) Guardians

Innkeepers Club (Homelessness Nonprofit)

Compassionate Champions (Hospice)

Your Name ideas \_\_\_\_\_

\_\_\_\_\_

Things you'd like to offer monthly donors (check any that apply)

☐ Petitions

☐ Action Updates

☐ Yearly or Bi-yearly friendraiser

☐ Premium 1 \_\_\_\_\_

☐ Premium 2 \_\_\_\_\_

☐ Premium 3 \_\_\_\_\_

☐ Coffee with Executive Director

Other ways you want to make them feel special?

# How to create mini-segments for monthly giving donors

After you tie monthly gifts to a specific purpose, do you also want to give a level of reward or recognition that comes with that level of giving?

According to Adrian Sargent and Elaine Jay's book *Building Donor Loyalty*, it depends. There's the intrinsic reward of giving, and then some donors also like extrinsic rewards.

It's hard to know what each donor wants unless you ask them. If you've got 200-300 people who have given in the last 6 months, this can seem like a daunting task. We'll cover surveys later in the course, but in the meantime, here are some ideas for names and ways to segment monthly donors.

Here are some identity groups associated with KIPP's monthly giving program. This is the standard donation form from Network for Good. They do make different names for different levels of monthly givers, but they don't communicate the difference between these levels, if there are premiums, or things like that. If I were KIPP, I would make Monthly the FIRST thing in that list below, and I would make it automatically checked, like One Time is automatically checked here.

**KIPP:** ABOUT | OUR APPROACH | RESULTS | CAREERS | SCHOOLS | BLOG | SUPPORT

Donate Now  
Match Your Gift  
Offline Giving Options  
National Partners  
Contact Development

Search

Find a KIPP School  
Select a City  
View map of all KIPP schools

## Give the Gift of Opportunity

Log in to edit a recurring donation

Donate today to put more students on the path to college.

**Donation REQUIRED**

<b>\$ 50</b> Friend	<b>\$ 100</b> Scholar
<b>\$ 250</b> Honor Roll	<b>\$ 500</b> Dean's List
<b>\$ 1000</b> Collegiate	<b>\$ 5000</b> Graduate

\$ Amount

How often do you want to make your donation?

One Time Monthly Quarterly Annual

Gift Designation  
Please choose one

How did you hear about KIPP?

You can segment monthly donors by amount given, as shown above, by length of time they have been giving to your organization (rewarding and recognizing loyalty), or by the program they are interested in. If your nonprofit helps people with scholarships to finish school, but you also have a financial literacy component, and some loyal yearly donors, maybe you could have segments such as:

Financial Gurus (People who want to fund your financial literacy program)

Gold Stars (People who have given to you every year for the last 4 years)

Smart Cookies (For the people interested in funding your scholarships)

### Your Turn!

We'll segment donors based on

☐ Amounts

☐ Length of time given

☐ Program interest

☐ Other

What are some different names for mini-segments within your monthly givers?

What would you like to call these people?

Your ideas

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# Conclusion

Whew! This week you learned a LOT more about how to market your monthly giving program.

We looked at lots of different examples of how to do monthly giving via the web, via direct mail, and more.

What did you learn about your current monthly giving based on what we talked about and the examples we looked at?

What would you like to change now? Write the actions you will take in this next week here.

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Do you feel ready to tackle this? Do you have any questions? I'm just an email away at [info@wildwomanfundraising.com](mailto:info@wildwomanfundraising.com) and I'd love to hear from you. Don't forget to take the [quick 3 question survey](#) so I can give you more of what you want with this course.

You are marvelous, and you are helping your cause so much.

A handwritten signature in black ink that reads "Mazarine Treys". The script is fluid and cursive, with the first name "Mazarine" being larger and more prominent than the last name "Treys".

Mazarine