

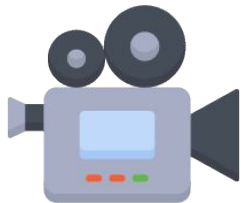


How to Encourage Recurring Giving

Tiara Stephan, Product Marketing
Coordinator, Qgiv by Bloomerang

November 7, 2024





- + **We're recording this webinar!** We'll send you a copy after the webinar is complete.



- + **Feel free to ask questions!** Use the Q&A option to ask questions and the chat option for general discussion: we'll answer all questions in a Q&A portion at the end of the presentation.



- + Share your highlights and takeaways with the **#qgivwebinar** hashtag, and make sure you follow **@Qgiv!**

Meet the Speaker



Tiara Stephan, Product Marketing Coordinator

- + With Qgiv by Bloomerang for 3 years!
- + I love researching fundraising best practices and helping nonprofits level up their fundraising game.
- + You can often find me at a concert, watching movies, playing trivia, or hanging out with my dog!

What Are We Covering Today?

Thursday, November 7

We'll take a look at how to:

- + Increase recurring gifts
- + Encourage donors to upgrade their one-time gifts
- + Build awareness of recurring giving options
- + Optimize donation pages and donation forms
- + Build loyalty and inspire advocacy

Why Focus on Recurring Giving?



#1: Recurring Donors Give More

- + Recurring donors give more
- + Recurring donors have a higher lifetime value
- + Recurring donors have a higher ROI
 - + The acquisition cost of recurring donors is lower than one-time donors, and they give more during a year.
 - + Acquiring one recurring donor is more cost-effective than acquiring a one-time donor.

Recurring donors give

42%

more money than one-time donors
in a year

Recurring donors give

5.4x

more than one-time donors over
their lifetime

\$31

Average monthly recurring
donation (that's \$372 per year!)

#2: Recurring Donors Stay Longer

Recurring donors give to your organization often, so it's important for them to stay up-to-date.

Encourage donors to stay involved with updates on the great work your organization is doing.

2x

Recurring donors are two times more likely to support a nonprofit beyond one year

90%

Average retention rate for monthly donors after one year

10-14%

Of recurring donors register for events and participate in peer-to-peer fundraisers

#3: Donors Prefer Recurring Giving

Donors prefer recurring giving because it's more convenient for donors than a one-time gift.

A large, one-time donation places more burden on donors. Break up that large donation into smaller gifts to make it easier for donors to initiate a gift.

The number of recurring donors increased by

127%

from 2018 to 2022

\$25

is more attainable to donors than giving \$300 one time

Small Gifts

Multiple small gifts give donors more satisfaction than a large, one-time donation

The Donor Journey

Awareness

Ads, emails, blog posts, press releases, social media, etc.

Consideration

3rd party sites like Charity Navigator, website pages like the About Us page or pages dedicated to describing your cause, etc.

Decision

Website pages, donation pages

Loyalty/Advocacy

Receipts, thank-you pages, thank-you emails, additional ask emails, donation page, etc.

Add Recurring Giving to Donation Pages and Forms

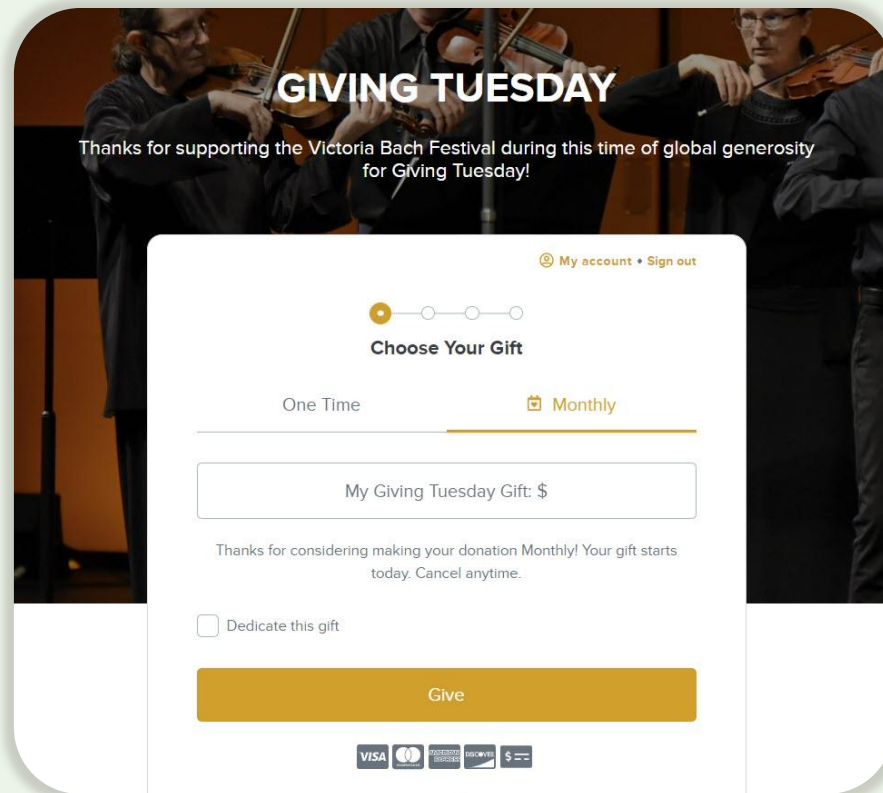


Add Recurring Gifts to Donation Forms

Add recurring gifts to your donation forms so donors have an easy way to make a recurring gift.

Eliminate donor friction by:

- + Adding multiple recurring giving options including custom and pre-set giving plans
- + Providing multiple giving frequencies
- + Allowing donors to set start and end dates



GIVING TUESDAY

Thanks for supporting the Victoria Bach Festival during this time of global generosity for Giving Tuesday!

My account • Sign out

Choose Your Gift

One Time **Monthly**

My Giving Tuesday Gift: \$

Thanks for considering making your donation Monthly! Your gift starts today. Cancel anytime.

Dedicate this gift

Give

VISA AMERICAN EXPRESS DISCOVER

Use Subtle Reminders on Your Donation Forms



Make it ongoing!

Sarah, your steady support helps us plan ahead
and you can cancel your gift at any time.

Yes! Give **\$10/month!**

No thanks. Complete my one time gift.

Encourage donors to upgrade their one-time gift to a recurring gift on your donation forms with subtle reminders.

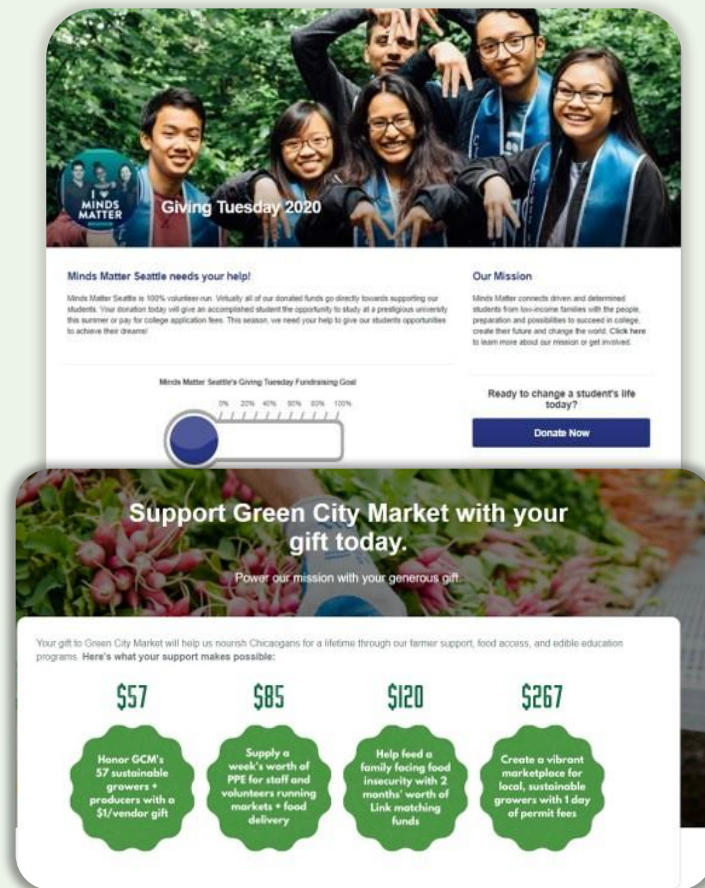
Recurring upgrade features:

- + Highlight recurring options on your donation form
- + Use callouts to encourage upgrades
- + Use prompts as a final ask

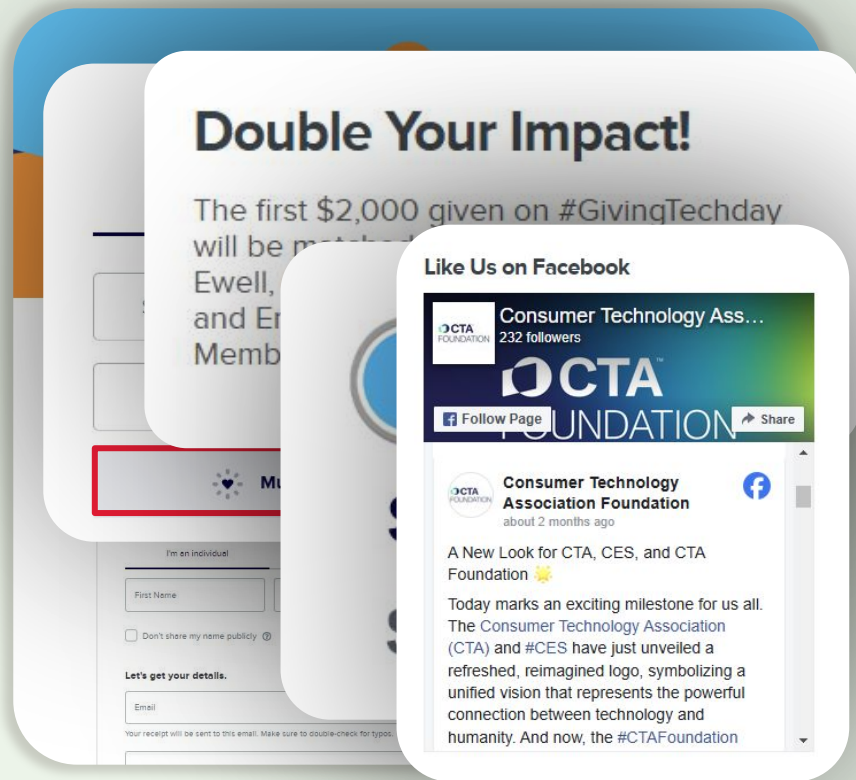
Show Recurring Gift Options on Donation Pages

There are a multitude of design elements you can use on your donation page to encourage donors to make a recurring gift.

- + Create a banner image
- + Add an impact statement for recurring gifts
- + Eliminate distractions and choices



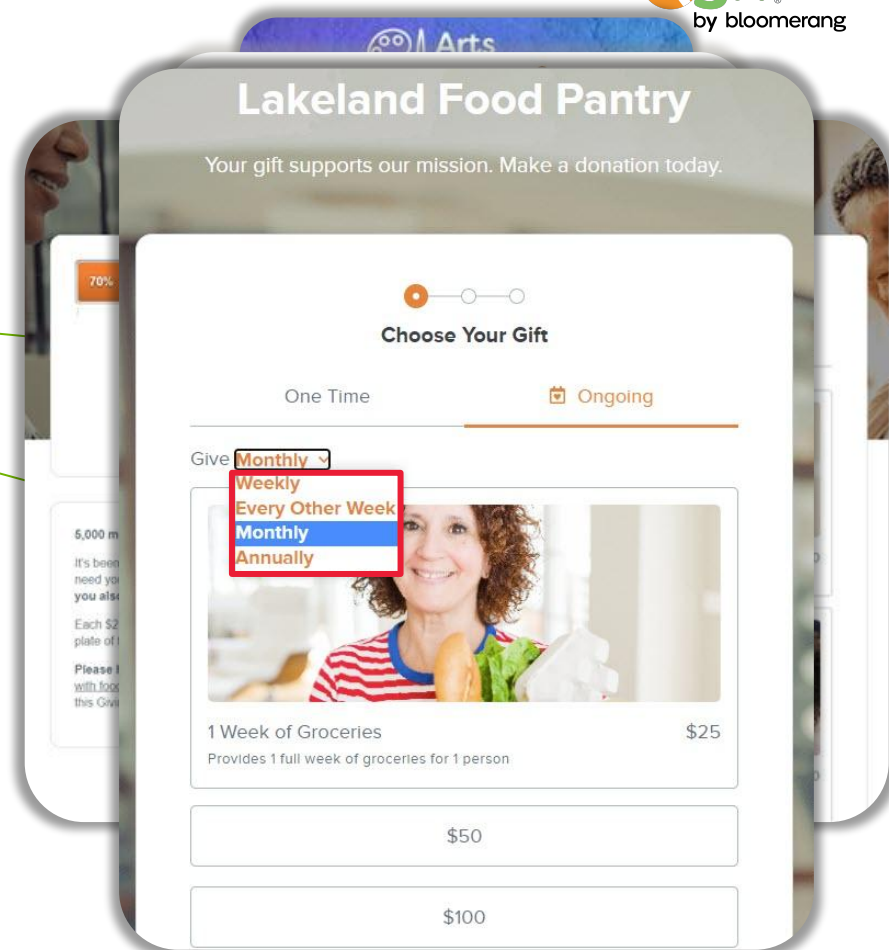
Donation Page Example



- + Recurring gifts added
- + Subtle callouts and reminders added to their donation form
- + Matching gifts included at the top of the page.
- + Thermometer to show off fundraising progress
- + Social widgets used so donors can see social posts and visit the org's social pages

Add Recurring Giving with Qgiv's Donation Forms

- + Recurring tab
- + Subtle reminder to upgrade
- + Recurring prompt
- + Images and text on donation amounts
- + Giving plans
- + Start and end dates
- + Custom donation pages
- + Multistep forms
- + Multiple giving frequencies



Lakeland Food Pantry

Your gift supports our mission. Make a donation today.

70%

Choose Your Gift

One Time Ongoing

Give Monthly

Weekly
Every Other Week
Monthly
Annually

5,000 m
It's been need you you also
Each \$2 plate of l
Please I with look this Giv

1 Week of Groceries \$25
Provides 1 full week of groceries for 1 person

\$50

\$100

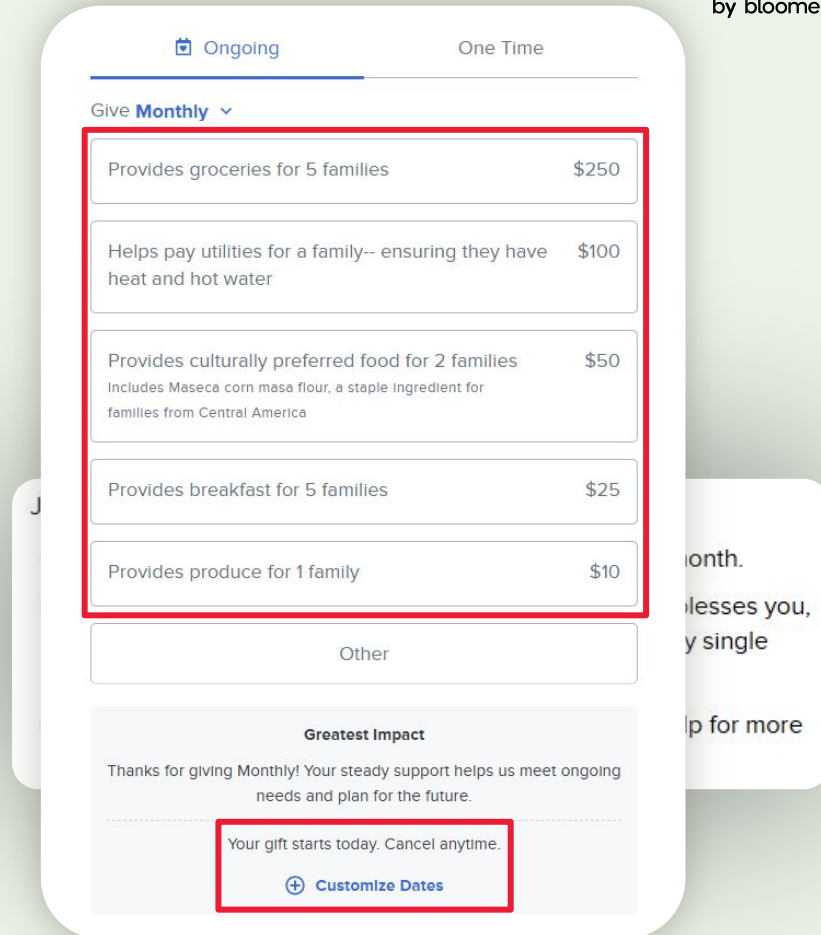
How to Build Awareness of Recurring Giving Options



Send Dedicated Appeals

Craft specific messaging in email, social media, direct mail, and other appeals to encourage donors to make a recurring gift.

1. Mention recurring as an option in year-end giving and GivingTuesday appeals
2. Send dedicated appeals asking for recurring gifts
3. Create “giving plans” with impact statements



The screenshot shows the 'Give Monthly' interface with a list of gift options. A red box highlights the list of options, and another red box highlights the 'Customize Dates' button at the bottom.

Gift Description	Amount
Provides groceries for 5 families	\$250
Helps pay utilities for a family-- ensuring they have heat and hot water	\$100
Provides culturally preferred food for 2 families Includes Maseca corn masa flour, a staple ingredient for families from Central America	\$50
Provides breakfast for 5 families	\$25
Provides produce for 1 family	\$10

Other

Greatest Impact

Thanks for giving Monthly! Your steady support helps us meet ongoing needs and plan for the future.

Your gift starts today. Cancel anytime.

[+ Customize Dates](#)

Show Donors the Impact of a Recurring Gift

Explaining the impact of a recurring gift increases the likelihood that donors will choose to give a recurring gift to your organization.

- + Use text to describe how donors will make a greater impact
- + Use images and videos to show the impact
- + Explain to donors what can be accomplished with a recurring gift



Offer Incentives for Recurring Donors

Encourage donors to make a recurring gift by making them feel special! Since these donors will be giving on a frequent basis, it's best to:

- + Segment your communications to recurring donors
- + Use special language in appeals
- + Create an exclusive group
- + Offer extra incentives

GET INVOLVED

APCH Social Change Club

Want to support A Place Called Home and stay involved all year round? Then membership in our [Social Change Club](#) is for you! For making an ongoing minimum annual or monthly donation, you will receive special benefits, free tickets to APCH events, and exciting invitations throughout the year. Have fun while doing good! **Sign up today!**



Recurring Donation Appeal Example

Helping Up Heroes by Helping Up Mission

- + Impactful statement and image
- + Breakdown of the impact for each monthly donation amount
- + Created an exclusive group, "Helping Up Heroes"
- + Special language in appeal CTA: "I want to be a hero"



BE A **HERO** TO THE VULNERABLE

Helping Up Mission
HEROES

Dear Sarah,

As we start the new year, homelessness, addiction, and crippling poverty continue to overwhelm many neighbors here in Greater Baltimore.

You understand the most vulnerable among us need real help ... real hope ... *and a real hero.*

That's w
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-  **\$25 a month** can provide 12 hot, nutritious meals.
-  **\$50 a month** can provide 5 nights of shelter.
-  **\$100 a month** can provide job training to help someone achieve living wage employment.
-  **\$250 a month** can help a devastated person break the grip of addiction and begin a new life in recovery.

I WANT TO BE A HERO

Build Awareness for Recurring Giving with Qgiv

Create specialized content that goes exclusively to different donors.

- + **Pull lists** of new and recurring donors.
- + Use a **CRM integration or email integration** to target donors.
- + **Mention their support** and how it has impacted your organization in future appeals.
- + **Thank them** and send them regular updates.



Thank you, Todd!

Your gift of **\$100** will make a difference.

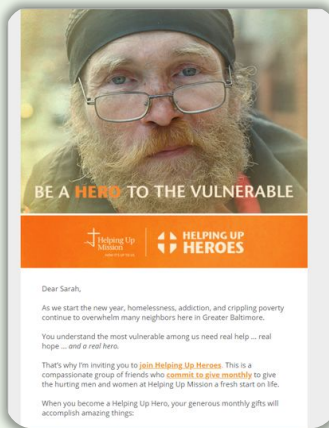
 **Your Receipt**

A copy will be emailed shortly.

Build Loyalty and Inspire Advocacy



The Donor Journey

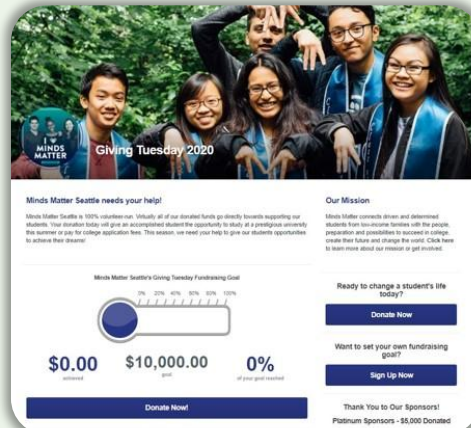
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Helping Up Heroes

Dear Sarah,

As we start the new year, homelessness, addiction, and crippling poverty continue to overwhelm many neighbors here in Greater Baltimore. You understand the most vulnerable among us need real help... real hope... and a real hero.

That's why I'm inviting you to [join Helping Up Heroes](#). This is a compassionate group of friends who [commit to give monthly](#) to give the hurting men and women at Helping Up Mission a fresh start on life. When you become a Helping Up Hero, your generous monthly gifts will accomplish amazing things.



MINDS MATTER

Giving Tuesday 2020

Minds Matter Seattle needs your help!

Our Mission

Minds Matter connects driven and determined students from low-income families with the support, preparation and possibilities to succeed in college, cross their futures and change the world. [Click here to learn more about our mission or get involved.](#)

Minds Matter Seattle's Giving Tuesday Fundraising Goal

\$0.00 raised of \$10,000.00 goal 0% of your goal raised

Ready to change a student's life today?

[Donate Now](#)

Want to set your own fundraising goal?

[Sign Up Now](#)

Thank you to Our Sponsors!
Platinum Sponsors - \$5,000 Donated

During Your Year-End Campaign



Donation Confirmation Page

Customize a confirmation page that continues your story and thanks your donor!

- + Set up a specific thank-you page for your year-end campaign with your impact statement.
- + Add a personalized video.
- + Let them know to expect a thank-you email.
- + Add social sharing so donors can easily share their donation (and your mission!).
- + Include a donation verification and your nonprofit's tax information.

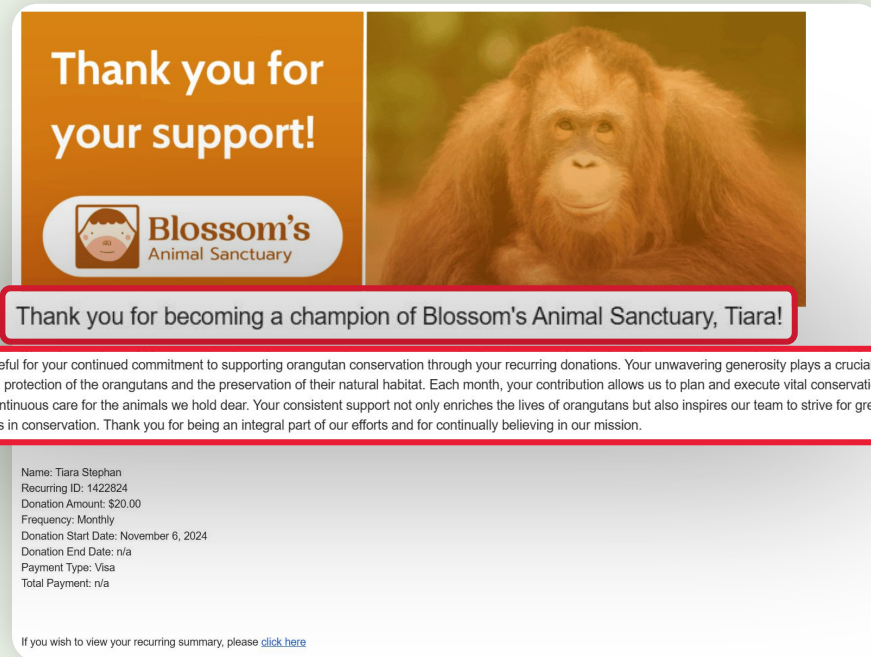


Because of *you*, we're able to collect donated produce from local farmers and distribute healthy, nutritious food and fresh produce to families in need. Last month, you made it possible to deliver enough food to make **173 healthy meals** for a family of four!

Donation Receipts

Create specific year-end receipts with special language for donors!

- + Make it personal with a personalized salutation.
- + Include a sincere thank-you message.
- + Be sure to personalize messages for one-time and recurring donors.
- + Include an impact statement and video (if you have one).
- + Tell donors how to stay involved.



Custom Receipts

Use the receipting tool to create receipts that will knock their socks off.

- + Create **special receipts** for recurring donors.
- + Add **conditional content** that makes donors feel special.
- + Add **photos and links** that show donors their impact.
- + **Update periodically** so they don't get stale.



Thank you, Todd!

Your gift of **\$100** will make a difference.

 **Your Receipt**

A copy will be emailed shortly.

Other Ways to Thank Donors

Follow up with additional thank-you messages.

- + Post a quick update on your year-end campaign through social media. Include a picture or video, and link back to your form.
- + Give donors a quick call to show your appreciation.
- + Send a text message.
- + Mail donors a handwritten note or a thank-you gift.



After Your Year-End Campaign



Update Donors on Your Post-Campaign Progress

Provide an update to donors after your year-end campaign ends. Let donors know how much you raised, if you met your goal, and how the funds will be used.

- + Utilize emails, letters, phone calls, text message, and social media.
- + Provide ways for donors to stay involved.
- + Segment communications to different types of donors when possible.



"When we came to the ship for the first time, I was just thanking God over and over. There is no gift greater than good health."

—Benessa's mother.

Thank you again for making a difference. The prayers and support of caring friends like you truly turn lives around.

We look forward to your continued support. If you'd like to do more, we offer many ways for you to help by [supporting a crew member](#), [shopping our catalog](#), or even [leaving a legacy](#).

Many employers sponsor matching gift programs and will match any charitable contributions or volunteer hours made by their employees. Click [here](#) to find out if your company has a matching gift policy.

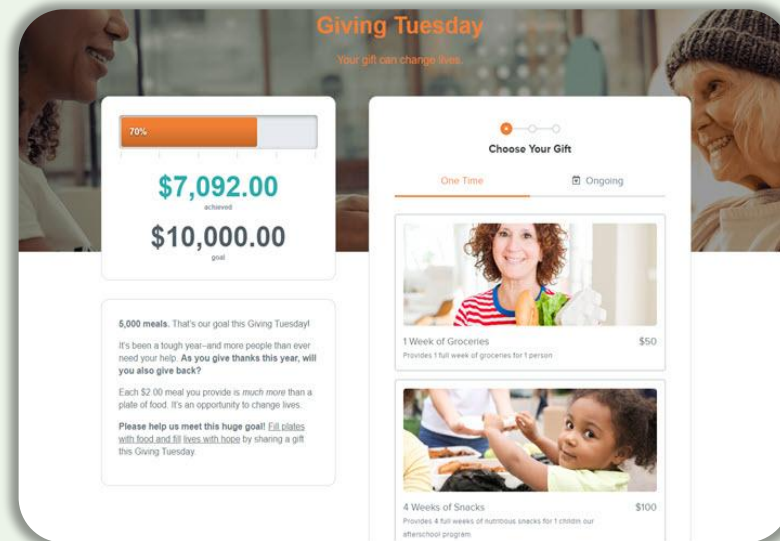
Following the model of Jesus,

Don Stephens
Founder

Send Recurring Donors Updates Year-Round

Keep recurring donors updated on how their donation is making an impact by segmenting your communication.

- + Send sustaining donors periodic emails telling them what they're achieving.
- + Post updates on your organization through social media.
- + Periodically ask sustaining donors to upgrade their gift amount.
- + Build an outreach plan for lapsed donors or canceled credit cards.



47%

Of nonprofits never attempt to retain a recurring donor after a credit card was canceled!

How to Raise Even More



Use Text Fundraising

A graphic for text fundraising for the Boys & Girls Clubs of Indianapolis. It features a young girl in a blue shirt smiling and holding up her phone. The text 'Text BGCI to 50155' is written in large blue letters. Below it, in smaller yellow text, it says 'to donate to Boys & Girls Clubs of Indianapolis on Giving Tuesday'. In the bottom left corner, there is a logo for the Boys & Girls Clubs of Indianapolis.

Text to Give

We made it easy for you to donate! Text BGCI to 50155 from your cell phone to make a donation on #GivingTuesday!

It's easy for donors to set up a recurring gift via text!

- + Set your keyword for your donation form.
- + Donors text the shortcode and indicate how much they want to give.
- + They land on a shortened version of your donation form that includes your recurring options!

Use Peer-to-Peer Fundraising



The screenshot shows a fundraising campaign page for Beacon of Life. The header features the organization's logo and the campaign title "Beacon of Life Board Appeal 2020" with the dates "July 1, 2020 - August 31, 2020". The main content area includes an "Event Leaderboard" on the left, an "About Us" section in the middle, and a progress bar on the right. The progress bar shows that \$16,238.88 has been raised, which is 147% of the \$11,000.00 goal. A "Donate Now" button is located at the bottom right.

Event Leaderboard

	\$5,245.20 raised
	\$2,046.00 raised
	\$1,493.00 raised
	\$1,216.00 raised
	\$1,214.40 raised

[View Full Leaderboard](#)

About Us

For almost 40 years, Beacon of Life has been a guiding light for women in our community experiencing homelessness due to trauma, substance abuse, domestic violence and incarceration. Our program isn't just about finding a job or having a place to live — it's about repairing broken relationships, building new ones, creating boundaries and strengthening the mind, body and spirit.

Beacon of Life, a 501(c)3 nonprofit, is the only shelter in Central Iowa that provides transitional housing with supportive services in a structured environment exclusive to single women. Thanks to the generosity of our donors, our safe and secure facility is fully equipped with a pantry, kitchen, laundry room, activity room and around-the-clock staff for 34 women.

Every year, our amazing Board of Directors participates in a fundraising effort called the Board Appeal. You can help us reach our \$11,000 funding goal by donating on behalf of one of our Directors. Any amount helps but here's a few suggestions.

Progress: \$16,238.88 achieved / \$11,000.00 goal / 147% of your goal reached

[Donate Now](#)

Donors can make recurring gifts during a peer-to-peer campaign, too! This is a great option for:

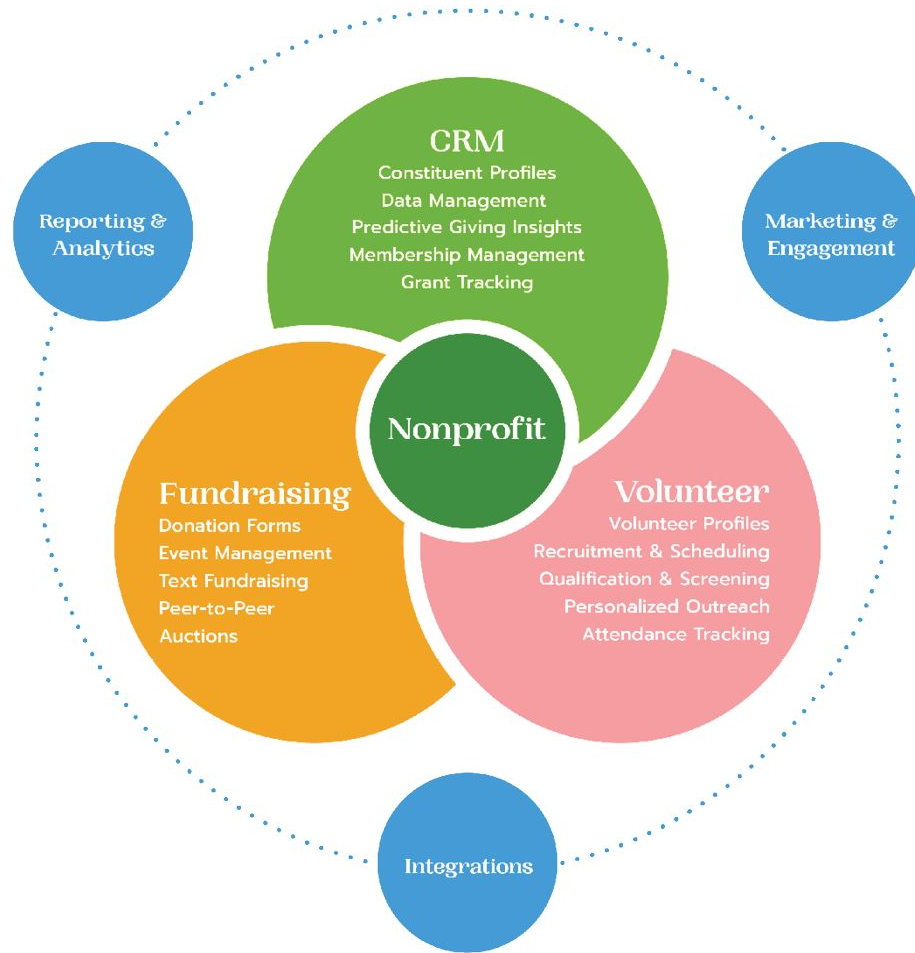
- + Giving Tuesday campaigns
- + Racing events
- + Board campaigns
- + DIY Fundraising events
- + Anything really 😊

GIVING PLATFORM

Connections that maximize impact

Bring together the best in donor management, fundraising, and volunteer management to:

- + Connect data, external tools, and teams
- + Insights that lead to better results
- + Automate & simplify your day-to-day
- + Attract new supporters
- + Increase fundraising revenue



Have Questions?

Qgiv customers email:

support@qgiv.com

Interested in using Qgiv?

Request a demo through

qgiv.com/demo-request

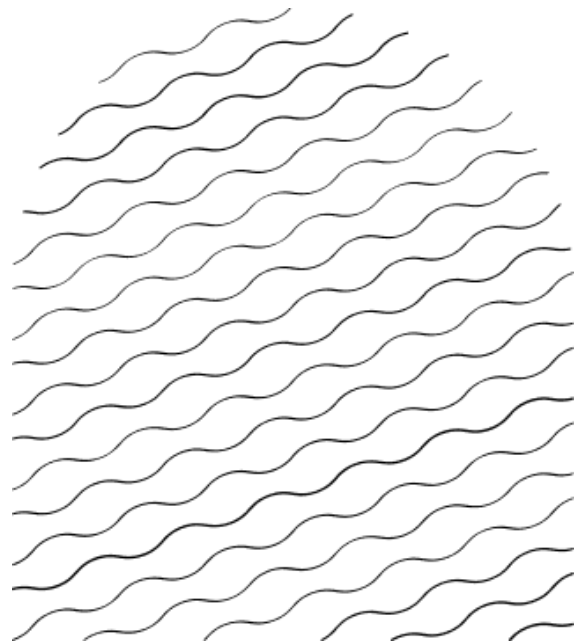
Have questions about best practices?

Visit qgiv.com/blog



Questions?





Thank You