

# Fundkit

## The Basics of Recurring Giving

### Recurring Giving Matters

- It's easy for donors – some just like it better
- Donor retention is getting harder – recurring donors renew at 80% vs one-time at 25%
- Attractive to younger demographics
- Online, recurring donors give more than all-at-once donors

### Get more recurring donors

- Create a branded monthly giving club – if you need inspiration, look at Charity Water!
- Make it an easy and obvious option online
- Have a separate landing page on your website
- Include it as the first option on hard copy response devices
- Encourage recurring giving in event asks

### Manage the back end

- Have a "Recurring Gift" type on gift record
- Watch for expiring cards – create a system to do this
- Get in touch on failed transactions – the quicker the better. Use email, phone, mail – whatever it takes.

### Manage growth

- SEGMENT in ALL solicitations – don't ask a recurring donor to give without acknowledging their recurring gift. Or, exclude them from your other solicitations!
- Ask donors to increase – set a certain time of year but give them 12-18 months at their first gift before trying to increase them
- Remove barriers for increasing
- Promote monthly giving at events

### Thank recurring donors

- Send a specialized letter when first signing up, include the details of their gift and how it will be processed/receipted
- Regular thank you's – best practices are to not send a monthly acknowledgement letter but find ways to thank them a couple different times in the year
- Show donors the impact of giving – highlight a couple examples of what their individual gift covers or what all your monthly donors collectively provide for the organization