

# Go! Air!

## Fundraising: Monthly Giving



# Today's Topics

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- Program Goals
- Why Sustaining Giving
- Best Practices: Monthly Giving
- Housefile Building Campaign Follow Up
- Next Steps

## Go! Program Key Goals

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1. Increase online fundraising activity and results, ultimately increasing net new revenue. ★
2. Improve the experience of users engaging with ALA online.
3. Enhance the relationship between constituents and the ALA via meaningful communication and relationship pathways. ★
4. Equip all ALA staff with the training and tools needed to efficiently and effectively achieve the above.

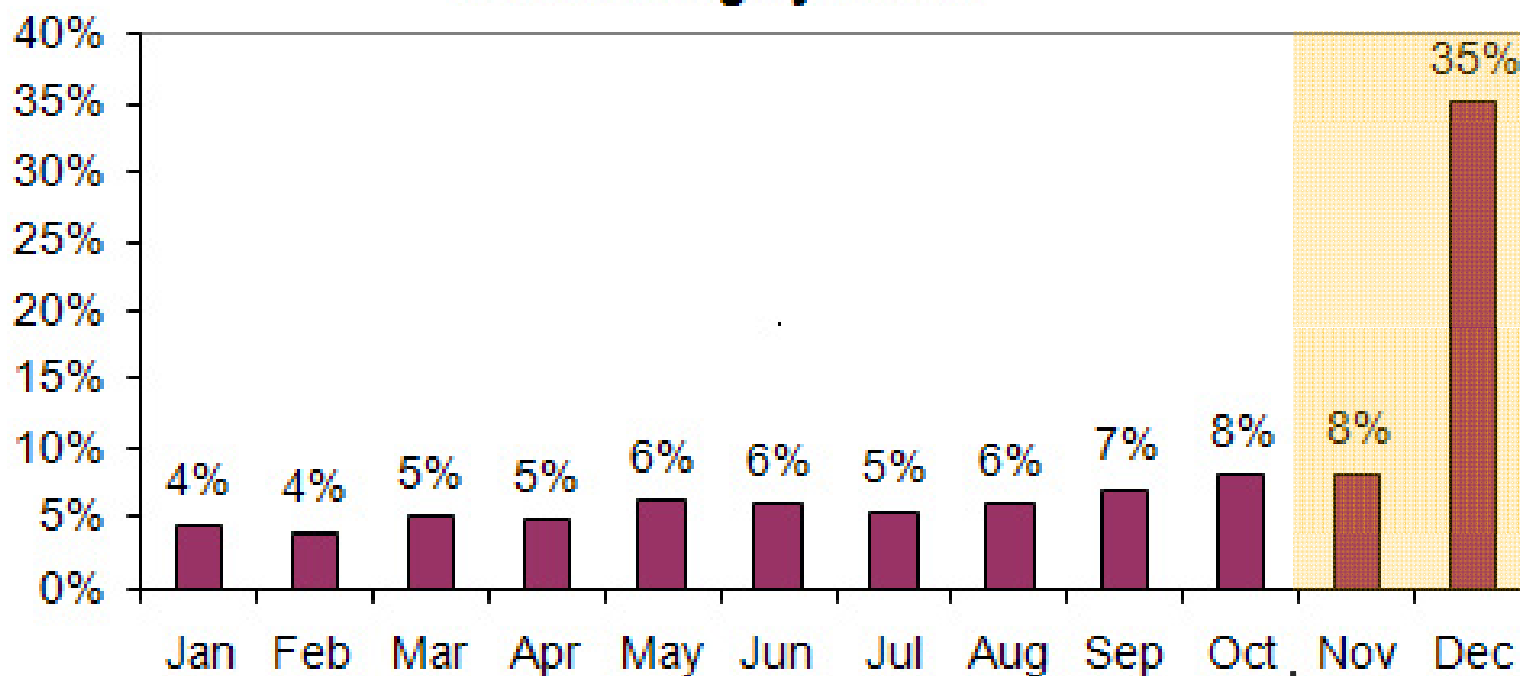
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# Why plan a sustained giving campaign?

**Fundraising by Month**

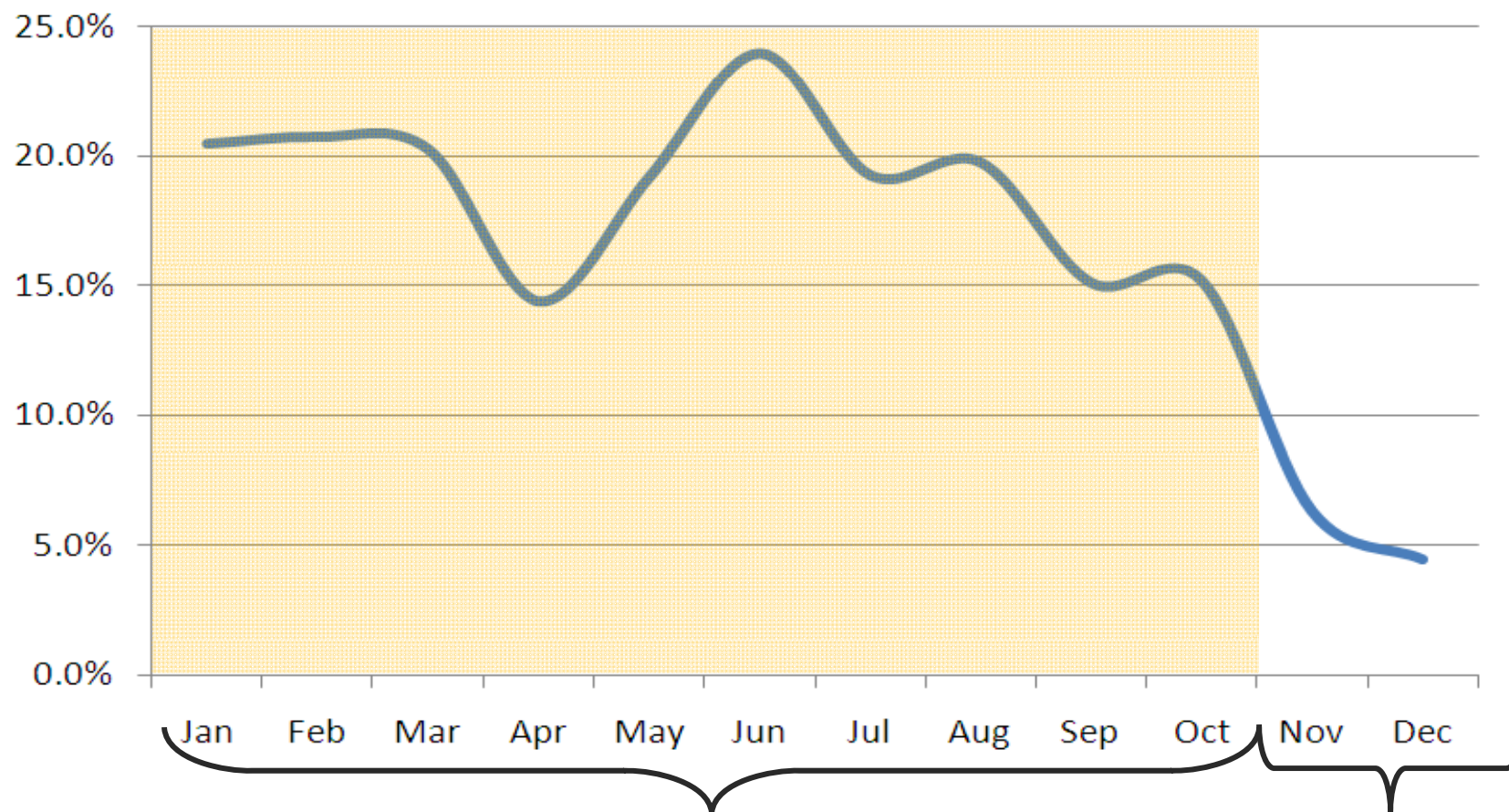


83% of calendar year accounts for  
57% of total online fundraising

November and December  
account for 43% of total  
online fundraising

# Why plan a sustained giving campaign?

Sustained giving as a percentage of total monthly funds raised online



**Sustained giving is 17% of online fundraising**

**Sustained giving is 5% of online fundraising**



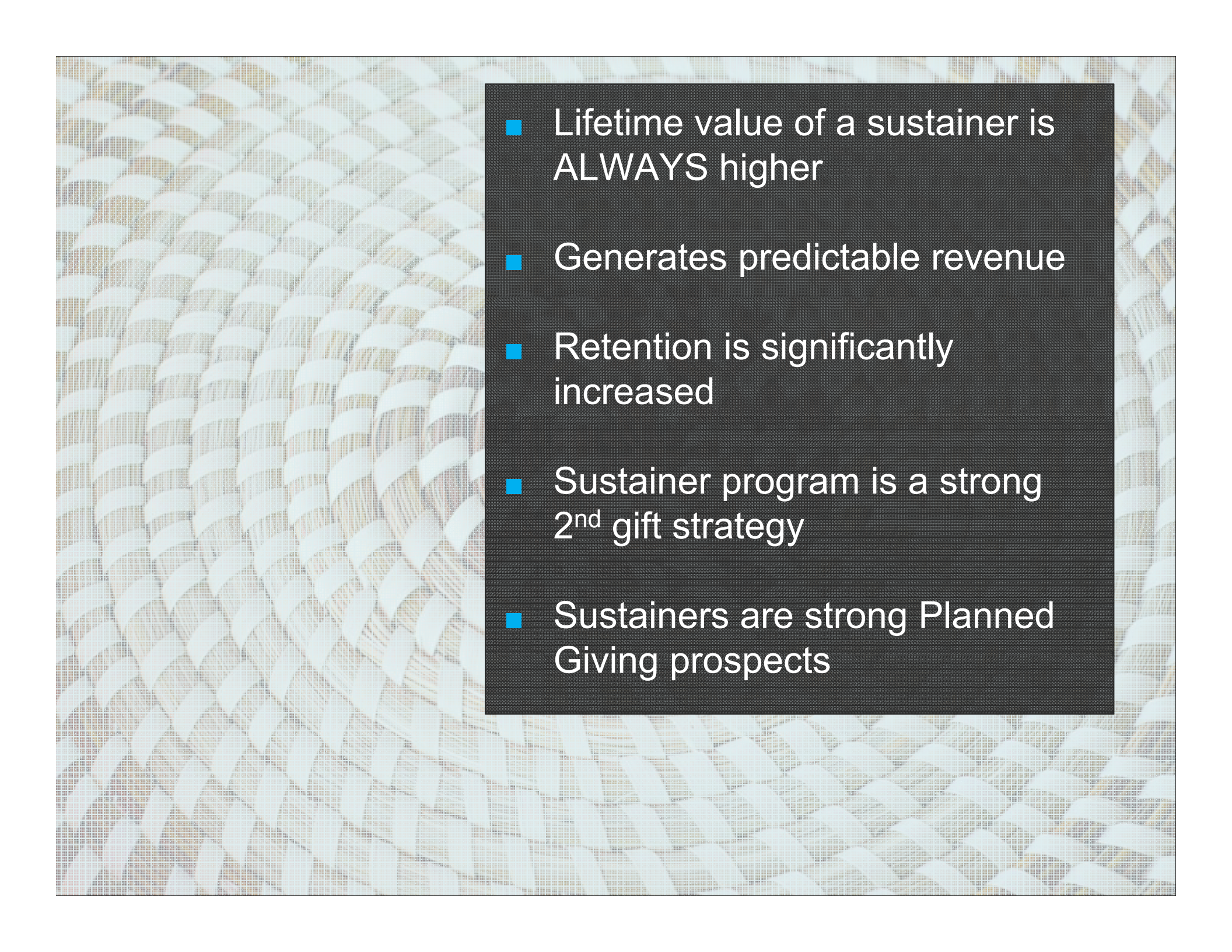
Source: Convio analysis of three large non-profits with sustainer programs

# Why plan a sustained giving campaign?


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- Based upon the comments of the participants in the Growing Philanthropy Summit held in Washington, D.C., in June 2011, Adrian Sargeant and Jen Shang of Indiana University recommend monthly giving as an avenue with strong potential for growth.
- To read more:  
<http://www.afpnet.org/Audiences/ReportsResearchDetail.cfm?ItemNumber=6890>



- 
- Lifetime value of a sustainer is ALWAYS higher
  - Generates predictable revenue
  - Retention is significantly increased
  - Sustainer program is a strong 2<sup>nd</sup> gift strategy
  - Sustainers are strong Planned Giving prospects

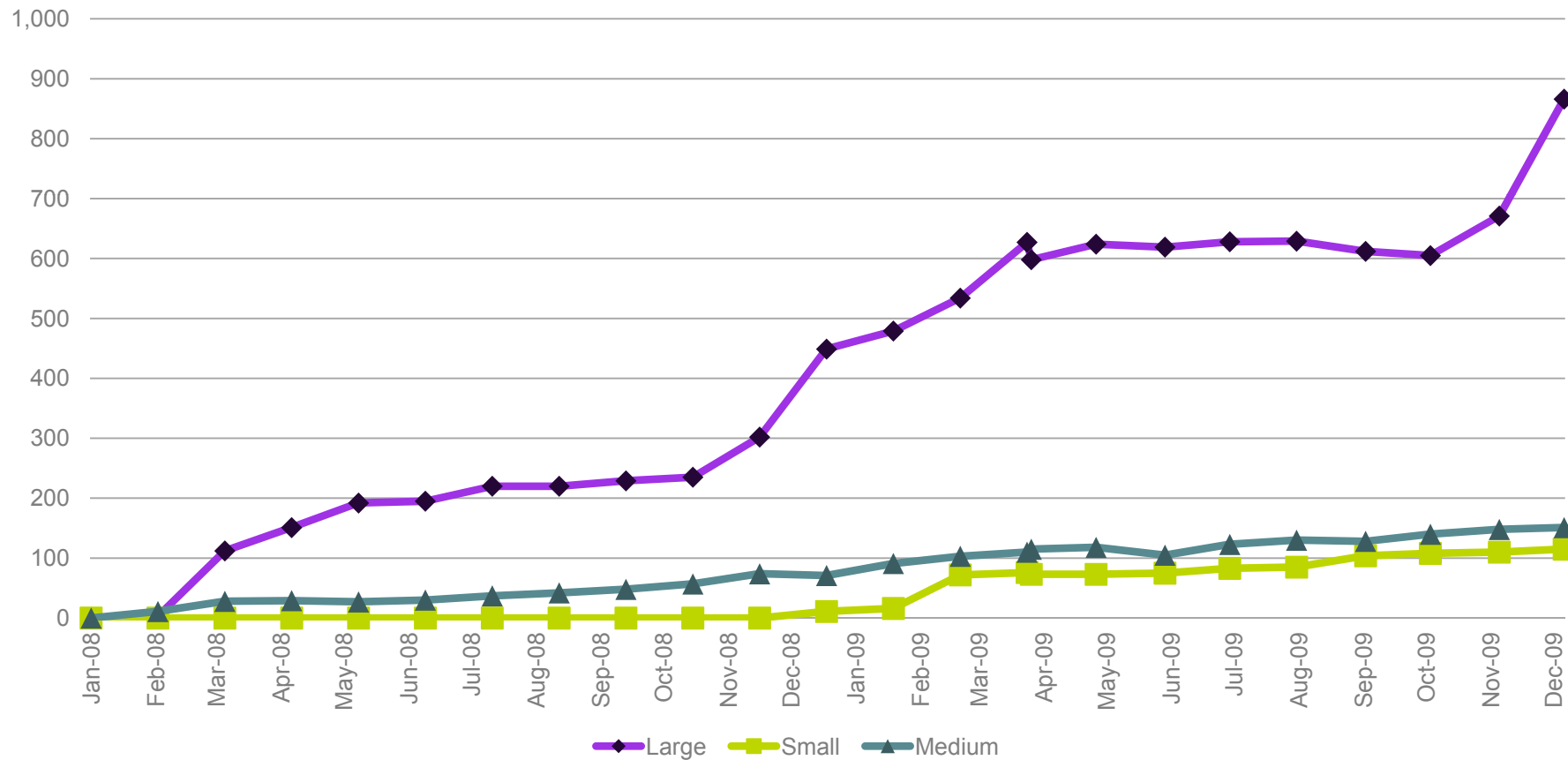


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- Builds a better relationship with donors
  - Keep donors giving longer
  - A sustainer program lowers your overall costs of fundraising
  - Sustainer income grows over time



# Building a Sustainer Program

**New Sustaining Gifts (Cumulative)**  
January 2008 to December 2009



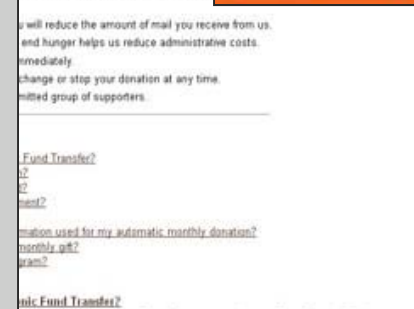
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# Sustainer Giving: Unique Branding

- Convio sustainer giving option already built into your baseline giving form.
- Timeframe of giving commitment is “ongoing” – average duration for this kind of gift is 10 months
- Donors can access a Service Center to modify their billing information, discontinue payments, modify their gift amount, etc.
- Sustainer programs should be branded and carry special benefits, premiums, etc.





# Sustainer Giving: Ubiquitous Promotion

- Needs to be promoted in more than just a one off campaign
- Homepage or website promotion
- Sidebar mentions in eNews or in secondary eNews features
- Easy to include a monthly giving checkbox on standard forms (or a link to your monthly giving form)

Home | About Us | News & Events | Media | Contact Us | **Donate** | Advocate | Walk | Shop | Action Center

**alz.org** | alzheimer's association®

24/7 Helpline: 800.272.3900

Our vision is a world without Alzheimer's disease

Find us anywhere: ZIP  GO Search by state

In My Community | Alzheimer's Disease | Living with Alzheimer's | We Can Help | **Join the Cause** | Professionals & Researchers

Home > Join the Cause > Donate to the Alzheimer's Association

Overview

**Donate to the Alzheimer's Association**

Donate Online Now

Tributes

Employee Giving

Donate a Car

Care & Cure Drive

Planned Giving

Donate Stock

Giving Societies

Learn How Your Donation Dollars Will be Spent

Promotions That Give Back

Participate in an Event

Corporate Sponsorship

Giving Societies

Volunteer

ADA Research Foundation

Estate Planning

Connect

### Donate to the Alzheimer's Association

Text Size **A** **A** **A** Print E-mail

Make a tax-deductible donation to the Alzheimer's Association and help fight Alzheimer's disease through vital research and essential support programs and services. Please select the type of donation you wish to make:

**Tribute/memorial donation**  
Honor a loved one with a tribute or memorial gift.

**General donation**  
Your support helps improve lives and fuel research.

**Monthly donation**  
Recurring gifts ensure stable funding for our vital work.

[Home](#)

### Help Us Stop Diabetes® and Get Closer to a Cure

Your tax-deductible donation to the American Diabetes Association will fund leading-edge research and education and awareness programs that will improve the lives of millions of people living with diabetes.

Give a general donation now, below. Or, if you prefer, use our [Memorial Donation Form](#) or our [Honor Donation Form](#) to give a donation in the name of a family member or friend.

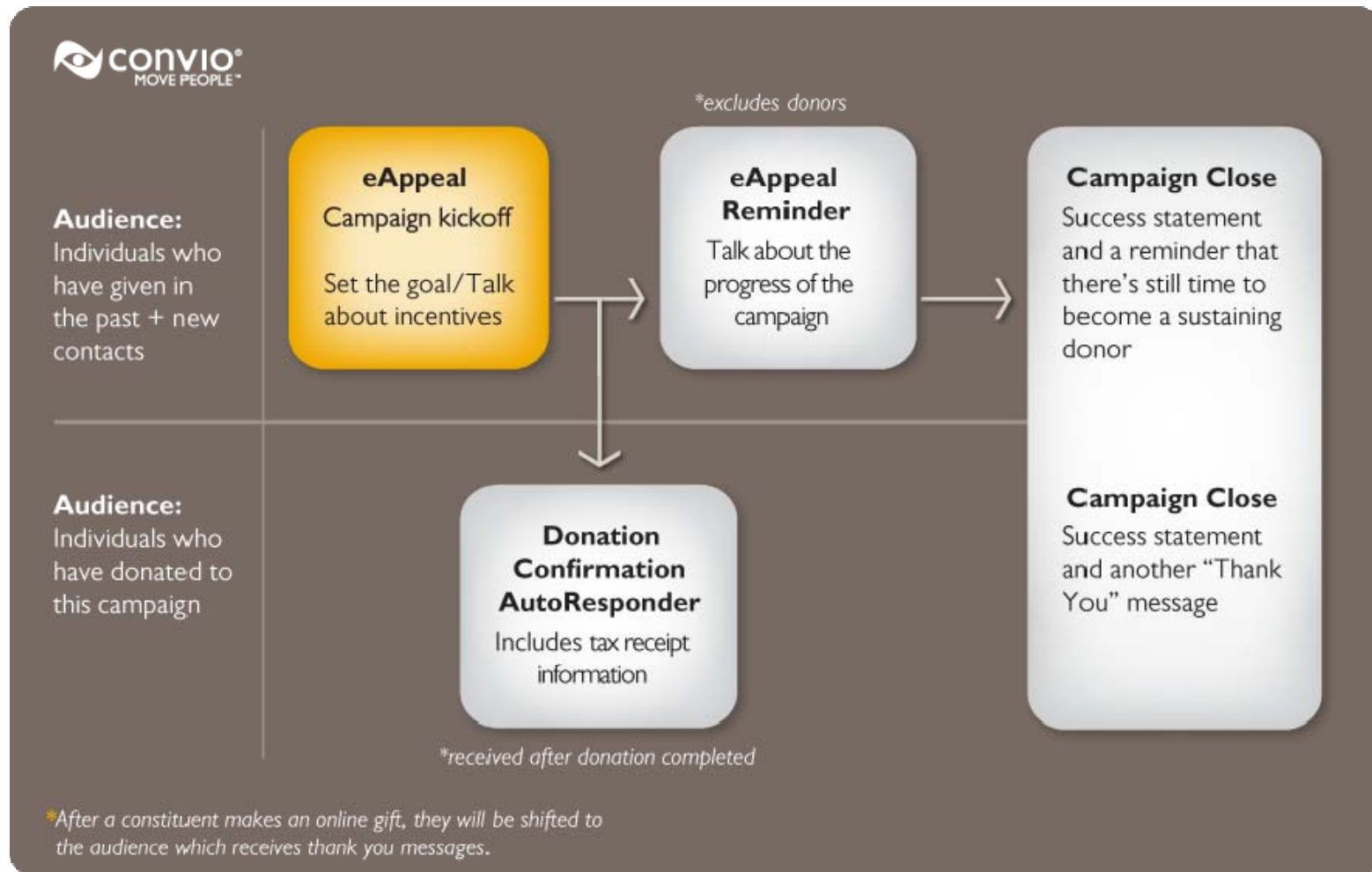
Please enter your donation information in the spaces below.

#### Gift Information

\*Select Donation Amount: ☐ \$50 ☐ \$75 ☐ \$100 ☐ \$200 ☐ Other

☐ Yes, automatically repeat this gift every month.

# Sustainer Fundraising Campaign




# Presbyterian Children's Homes and Services Sustainer Push

Foster care services including: group homes, foster homes, a Child and Family Program, and Advanced Education and Aftercare Program.

- Limited staff to support online activities
- Had never run an online fundraising campaign before 2008
- Launched on the Convio platform in the fall of 2008



# Presbyterian Children's Homes and Services



## Partners in Ministry Program

School can be a refuge for children from troubled families. But what happens when it's time to get on the bus and go home?

We meet kids every day who dread the school bell ringing — a signal that it's time to return to a place where they may be beaten, starved, berated or neglected. Can you imagine?

Since 1903, PCHAS has been reaching out to children and families in crisis. We meet their basic needs: food, clothing, a safe place to sleep at night and offer them the Christian nurture they so desperately need.

You have the opportunity to make an ongoing difference in the lives of children by [joining our Partners in Ministry](#) monthly giving program. At the level of:

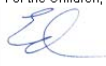
- **Friend** (\$15/month), you could provide school supplies for one of our group homes. That's less than 50 cents a day!
- **Advocate** (\$50/month), you can clothe a child for a whole school year... for less than the price of dinner out for two at a nice restaurant.
- **Partner** (\$100/month), you could care for a child with clothes, shoes, medical care and counseling for an entire year. That's only about \$3 a day!

Today we are helping hundreds of children get ready for the first day of school, thinking of ways we can set them up for success. **You can help us plan for the many needs our children and families have year-round with your faithful monthly support.**

Knowing we can rely on your regular gifts will help us save on the costs of regular appeals for support and enable us to focus our resources on what is most important: caring for kids and families.

You can make a real difference today in the lives of boys and girls by [becoming a Partner in Ministry](#). Thank you for making this life-saving ministry possible!


For the Children,



Dr. Ed Knight  
President


P.S. You may have received a letter from me in the mail asking for your support. Whether you become a Partner in Ministry or [make a one-time gift](#), we give thanks to God for your support!

Just \$15 a month can change the life of a hurting child.



Our success depends on faithful supporters like you... become a Partner in Ministry today!

[Donate Now](#)

POWERED BY 

[Unsubscribe](#) | [Forward to a Friend](#) | [Visit our web site](#)

Presbyterian Children's Homes & Services © 2009 All rights reserved.



*Campaign Announcement  
to entire email housefile  
sent July 28*



# Presbyterian Children's Homes and Services



2

Email follow-up on August 3 to reinforce the case for support

**Presbyterian Children's Homes & Services**

## Partners in Ministry Program

Just \$15 a month can change the life of a hurting child.

Our help is critical to the thousands of children for whom we care as they head back to school. We depend on caring individuals like you for 65% of our annual support — more than \$3 million! Regular gifts from our [Partners in Ministry](#) are a blessing in these difficult times.

Our children — from toddlers to teenagers — continually need things their families can't afford and their schools don't provide. It might be art supplies, a pair of jeans or a chance to play on the football team. But for children who have suffered abuse or neglect, that one pair of pants or a team uniform can make a tremendous difference!

Please [become a Partner in Ministry](#) and help ensure we can care for these precious children throughout the year.

For the Children,

Dr. Ed Knight  
President

S. I know the nation's economic situation has affected everyone, and it has made the need for our services greater than ever. Whether you join Partners in Ministry or [make a one-time gift](#), we thank God for your support!

Our success depends on faithful supporters like you ... become a Partner in Ministry today!

[Donate Now](#)

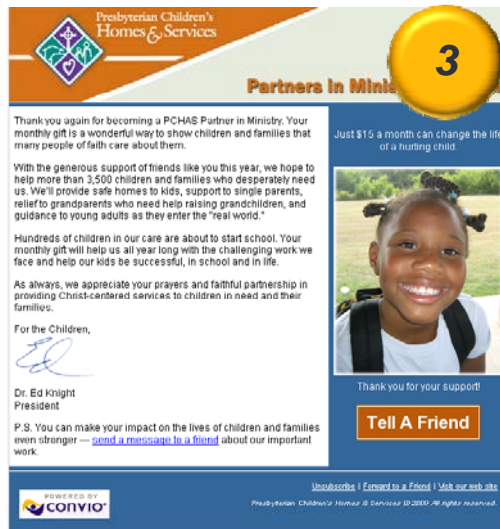
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# Presbyterian Children's Homes and Services



*Final Reminder email thanking new sustaining donors sent August 19<sup>th</sup>. Asks donor to tell a friend*



# Presbyterian Children's Homes and Services



*Final Reminder to Non-Sustainer Donor sent August 19<sup>th</sup>.*



## Partners in Ministry Program

If you haven't had a chance to [join Partners in Ministry](#), there's still time. Your monthly gift is a wonderful way to show children and families that many people of faith care about them!

With the generous support of friends like you this year, we hope to help more than 3,500 children and families who desperately need us. We'll provide safe homes to kids, support to single parents, relief to grandparents who need help raising grandchildren, and guidance to young adults as they enter the "real world."

Hundreds of children in our care are about to start school. Your monthly gift will help us all year long with the challenging work we face.

**Won't you [become a Partner in Ministry](#) and help our kids be successful, in school and in life?**

As always, thank you for your continued partnership in providing Christ-centered services to children in need and their families.

For the Children,

Dr. Ed Knight  
President

P.S. It takes gifts of all sizes to keep our good work going. Whether you become a Partner in Ministry or [make a one-time gift](#), we give thanks to God for you!





Just \$15 a month can change the life of a hurting child.

Our success depends on faithful supporters like you... become a Partner in Ministry today!

[Join Now!](#)

Unsubscribe | Forward to a Friend | Visit our web site  
Presbyterian Children's Homes & Services © 2009 All rights reserved.

# Freestore Foodbank

<p>Having trouble? <a href="#">View this message on our website.</a></p>  <p>FOOD • CONNECTION • HOPE</p> <p>Dear System,</p> <p>Ending hunger is an ongoing process becoming a <i>Friend of the Freestore Foodbank</i>. If you give \$15 a month, you become a part of the solution in our community.</p> <p><a href="#">Donate Now to the Freestore Foodbank</a></p> <p>The Freestore Foodbank takes your donation, multiplies its purchasing power, and provides it to individuals in need.</p> <p>Your donation today can help families in Kentucky and Indiana. It doesn't take much to make a difference.</p> <ul style="list-style-type: none"> <li>• \$15 provides 60 meals</li> <li>• \$30 covers the cost of 120 meals</li> <li>• \$45 buys 180 meals</li> </ul> <p>Become a part of the solution to end hunger.</p> <p>Sincerely,</p> <p>John J. Young, President &amp; CEO</p> <p>PS. <a href="#">Tell a friend about this campaign</a></p>	<p>Having trouble? <a href="#">View this message on our website.</a></p>  <p>FOOD • CONNECTION • HOPE</p> <p>For \$1.00 a day, you can feed 4 people in our community.</p> <p>Our monthly donors are dedicated: compassionate friends who give as \$15 a month and agree that hunger is unacceptable.</p> <p>Please, become a monthly donor to the Freestore Foodbank.</p> <p><a href="#">Donate to the Freestore Foodbank</a></p> <p>Sincerely,</p> <p>John J. Young, President &amp; CEO</p> <p><a href="#">\$15 Monthly</a></p> <ul style="list-style-type: none"> <li>• Helps provide 60 meals for food insecure families.</li> </ul>	<p>Having trouble? <a href="#">View this message on our website.</a></p>  <p>FOOD • CONNECTION • HOPE</p> <p>Dear System,</p> <p>Don't miss your chance to <a href="#">join our monthly drive</a> to eliminate hunger in our community.</p> <p>With the generous support of:</p> <ul style="list-style-type: none"> <li>• Drive our Mobile Food Pantry to more rural areas every day.</li> <li>• Provide 12 million pounds of food to food insecure communities.</li> <li>• Reach more than 15,000 people in need.</li> </ul> <p>Your monthly gift will help us with the challenging work we face throughout the year.</p> <p>Won't you <a href="#">join our monthly drive</a> to end hunger here at home?</p> <p>As always, thank you for your commitment.</p> <p>Sincerely,</p> <p>John J. Young, President &amp; CEO</p>	<p>Having trouble? <a href="#">View this message on our website.</a></p>  <p>FOOD • CONNECTION • HOPE</p> <p>Dear System,</p> <p>I want to take one more opportunity to thank you for your recent monthly commitment to our organization. Thank you!</p> <p>With the generous support of donors like you, we will be able to do more this year:</p> <ul style="list-style-type: none"> <li>* Drive our Mobile Food Pantry to more rural areas every day.</li> <li>* Assist 350 partner agencies in 3 states to reach the most food-insecure in our communities</li> <li>* Train more than 75 people for jobs in food service through our Cincinnati COOKS! program</li> </ul> <p>Your monthly gift will help us with the challenging work we face throughout the year.</p> <p>Thank you for being a part of the solution to end hunger here at home.</p> <p>Very sincerely,</p> <p>John J. Young, President &amp; CEO</p> <p><a href="#">Unsubscribe</a>   <a href="#">Forward to a Friend</a>   <a href="#">Visit our web site</a></p> <p>1141 Central Parkway, Cincinnati, OH 45202 tel: 513.482.4500 Freestore Foodbank © 2011 All rights reserved.</p>
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# Go! Sustainer Fundraising Campaign Benchmarks To Date

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- Sustainer eAppeal (average of 3 msgs)
  - Open Rate: 18%
  - Click-Through Rate: 0.92%
  - Response Rate: 0.55%
  - Average Gift: \$60
- On average, for every 1,000 usable email addresses (or, usable email addresses targeted by this campaign if a subset of their total list), these clients acquired about 5 sustaining donors (5.5) and \$330 in monthly contributions.

*Based on Convio Go! Clients who have launched  
Sustainer campaign in same manner*

# Your Case for Support

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	Present	Future
Positive	Opportunity	Vision
Negative	Crisis	Risk

Source: *"The Influential Fundraiser"* – Bernard Ross & Clare Segal, 2009

# Sustaining Fundraising Next Steps

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- Define the concept/theme for the campaign
  - Adam & Taylor will meet with the working group
- Go! Sustaining Fundraising Content Guide – available on community (due March 9<sup>th</sup>)
- Post follow up questions on community

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# Housefile Building Campaign Next Steps

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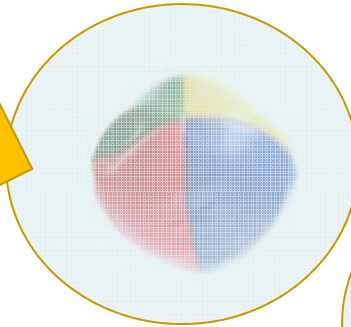
- Convio team will be sending you your campaign test messages over the course of the next week
- Please review your messages and send us any revisions for your Charter
  - Customize the text for your Charter and update if you are giving away something other than event registration
  - Send one, consolidated list of revisions
- Charters can customize the graphics, so if you have other images you prefer to use then send them to us with your list of revisions along with any instructions you have

# Today's Topics

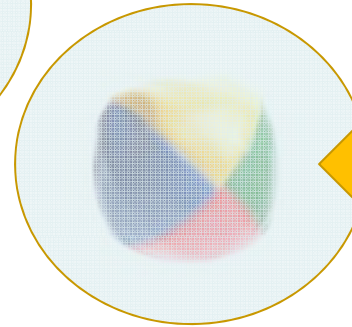
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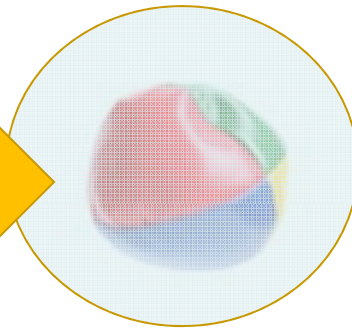
First Monthly Project



Sustainer Campaign



*In Motion:* Housefile  
Building



## Next Steps

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- HFB campaign build out for individual charters
- Monthly Projects (underway)
- Adam & Taylor will work with Sustained Giving campaign work group
- Next Webinar: **Writing for the Web Best Practices** -  
Wednesday, Mar 14 at 11am CT (12pm ET)



# Q & A

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