



## MULTIPLY 417

Passion: The Bridge between People and Purpose

Dear Rick,

Follow along this month as we talk about monthly or recurring partners.

Over the next four weeks we will;

1. Take an analytical look at their value.
2. Suggest some tip/campaign ideas to acquire new monthly partners.
3. Talk about giving circles/giving clubs & how they can dramatically improve your monthly giving statistics.
4. And...

### **1. More Donations**

According to a variety of sources data shows average recurring or monthly partners will give 82% more in one year than those who give one-time gifts. The average monthly recurring gift is \$52. The average one-time gift is \$128. That's a net annual difference gain of \$496 averages Over 1 year, that's a \$624 donation!

### **2. More Donors**

A smart monthly giving program will help you reach new segments and convert donors who may otherwise not give. Recurring gifts help partners fit giving into their monthly budgets and allow them to see that being more generous is possible. If partners feel like they can't give enough to make a difference, they may not give at all.

### **3. Attract Younger Donors**

Though Millennials & Gen Z may not be ready to give larger individual gifts, you have an opportunity to raise more over time. Recent trend reports show 52% of Millennials are interested in monthly giving as a means to give back in a meaningful way.

### **4. More Loyal Donors**

Monthly giving programs have higher retention rates that get stronger over time. New partner retention rates average less than 23%. Monthly giving programs typically enjoy retention rates over 80% after one year and 95% after five years. You'll get a better return on your acquisition investment if you can encourage more partners to become monthly or recurring partners.

### **5. More Engaged Donors**

Recurring partners often become your most engaged supporters, actively volunteering, advocating, and fundraising on your behalf. They are likely willing to engage in additional strategies like peer to peer funding, and other events.

### **6. Lifetime Value**

According to fundraising expert Dr. Adrian Sargeant, a 10% improvement in your donor retention rate can = 200% in donor lifetime value.

**Next Week:** Creating a monthly conversion or acquisition campaign.

Want some help with any of these ideas. Just [mail me here](#).

Passionately,

Rick

P.S. That's my grandson Parker up top. Sweetheart of a kid. Totally gentle spirit. Loves Jesus. Absolutely one of millions of Jr. Higher kids that is pretty emotionally messed up right now. Prompts me to even greater time on my knees for him and your ministry to at-risk teens and children around the world.

---



**MULTIPLY 417**

Passion: The Bridge between People and Purpose

[www.multiply417.com](http://www.multiply417.com)

Multiply 417 | 1812 Legend Dr, Modesto, CA 95357

[Unsubscribe rjf@multiply417.com](mailto:rjf@multiply417.com)

[Update Profile](#) | [About Constant Contact](#)

Sent by rjf@multiply417.com in collaboration  
with



Try email marketing for free today!