



Monthly Giving Why? - Part 1

Jan 2, 2023

Dear Rick,

I realize there are a large number of strategies and topics a non-profit must address in building and executing a strategically sound development plan.

Major Giving - Events - Marketing - Social Media - Retention - Legacy Gifts - Crypto - Moves management - Midlevel Donors - Giving Page designs.

And that's just the start of the list. So when I strongly suggest you MUST add monthly giving (and also recurring giving) to this list and further, you need to put it in the top 2 or 3 of your priorities, I get why there might be some resistance.

So let me help you out with some realities as to the value of why you should place a high priority on this key strategy.

Increased Giving/Income

The numbers vary slight, but if the avg. one-time gift is \$165 and the average monthly gift is \$35, the 5 years differential in income is over \$8000. (Based on 10 donors and historic lapsed rates for each kind of gift).

Why would you want to keep starting over every year?

Ease and efficiency

Once an effective CRM and system are in place, the workload of a monthly giving

Now I understand it is very unlikely I had to convince anyone of the need for monthly partners. That wasn't (isn't) my point.

My point in these next few weeks is to suggest to you an actual strategy to grow your monthly partner #'s and \$'s.

Having a monthly option on your giving page, or listed on your response cards is fine. But that's not a strategy!!

Pardon me, but I love analogies.

You have one front door to your office.

You decide to create a special door for certain people to use. You build the door and position it right next to the other front door. Great, now you've created your giving page or response card option.

But you haven't designed the instructions or the marketing components that share with people why they should start using that door!

You haven't explained the advantages using this special door provides not only them, but also your organization, and your organizational ministry audience.

At this point, it is just two doors, and nature being what it is, they won't change until you show them all the great reasons why they should change, including (maybe) even some perks for them that

program rapidly reduces work load and other resource consumption, like, say manhours.

Apply both the funds "saved" and the labor savings back to your development strategy and you can start to approach exponential expansion vs. just incremental growth.

Improved Cash Flow

How many of your bills are due once a year? Not very many. Matching the flow of income to the flow of expenses just makes sense.

Plus, how nice might it be to not have such horrible income vs expense months like August or February, because of a monthly giving cycle that softens the extremes of those months when most one-time or annual givers are not thinking about giving?

come with using that "new" door.

Once you do that, now you have a STRATEGY and an IMPLEMENTATION plan.

Rick

Want help with these tips?
Email me and ask!

Next Week - Jan 9

4 More Reasons to Prioritize Mthly Givers.

Week After - Jan 16

Building a Monthly Giving Club

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