



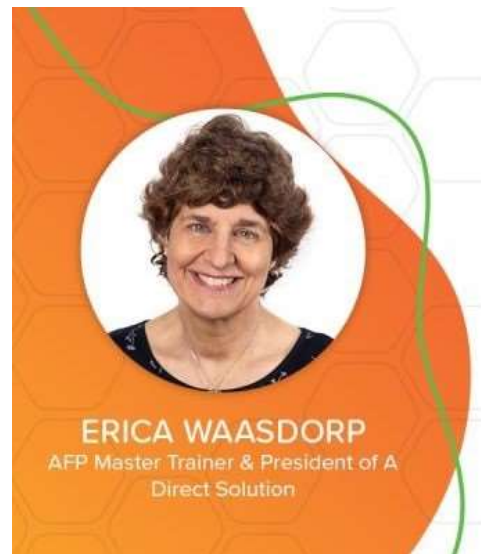
Recurring Donations Rule!

Presented by Erica Waasdorp,
A Direct Solution



About Erica

- 38+ years of experience
- Blogger, Presenter, Author
- Monthly Giving. The Sleeping Giant
- Monthly Donor Road Map
- Monthly Giving Made Easy (soon)
- Many more resources...



What we will cover today...

- Calculate the value of your recurring donors
- Address your challenges that keep you from growing
- Draw one-time donors into a recurring donation program
- Increase ongoing engagement with your recurring base
- Effectively communicate their impact
- Your questions...

How many monthly donors do you have now?





Calculating the Value of Recurring Donors

Annualize their value

	# of Monthly Donors	Average gift	Average Yearly Gift	Cumulative
Totals	100	\$24	\$288	\$28,800
Totals	200	\$24	\$288	\$57,600
Totals	500	\$24	\$288	\$144,000

Source: 2020 M&R Strategic Benchmarks, A Direct Solution





**Monthly Donors
Give More Money**

They give much more \$\$\$

Single gifts only (mail) \$58

Single gifts (online) \$96 - 111

Monthly gifts \$261-\$300



Source: M&R Strategic, Network for Good, Blackbaud Luminate
Online Benchmark Report 2020 (20119 data)



You can PLAN on the funds being there
no matter what!



Monthly Giving is Donor Centric

- Gifts fit their budget
- Gifts are easy to make
- No matter where they are
- Mobile, desktop, mail



Donors Can Give in a Way That Works Best For Them

50% of Baby Boomers
60 % of Young Donors
Give Monthly





Converting One-time donors to Make Recurring Gifts

Assign a 'Driver'

One person in charge
Keeps program
on track



Use Your Tools and Processes

- Online donation options
- Donor base
- Thank yous



Check Your Thank You Processes



Update Your Auto-responder, Email Thank You

Subject line: Thank you!

Dear first name,

Thank you again for joining as a Champion for Youth with your monthly gift of \$xxxx. You'll help more than 1,000 kids like Sam know that there is somebody standing with them. Isn't this wonderful?

As promised, you'll receive a thank you letter in the mail in a few days. Your monthly gift will be processed on the same day of the month. You'll see your gift on your credit card statement and we'll send you an update on all your donations in January for tax purposes.

If at any point, you have any questions or need to make changes to your monthly gift, please contact Justine at 1-800-365-4543 or send an email to champions@standupforkids.org.

Thank you again for becoming a Champion for Youth! Together we can end the cycle of youth homelessness.

With my deepest gratitude,

Justine

P.S.: This excerpt from "Within my power" by Forest Witcraft says it best:

"One hundred years from now, it won't matter what kind of car I drove, what kind of house I lived in, how much money I had in the bank, nor what my cloths looked like, BUT the world may be a little better because, I was important in the life of a child."

Thank you for being there!




Instead of Monthly Thank you Letters, Send a Tax letter






**Don't Be Afraid to
Ask for Monthly Gifts Now**


Create a Special Monthly Only Page




[About](#) [Humane Education](#) [Animal Topics](#) [Get Involved](#) [Animal Programs](#) [Order Materials](#) [Donate](#)


GET INVOLVED


Donate



Education Programs


Recent Action Letters

HUMANE EVENTS




JOIN OUR MAILING LIST

Powered by  Robly™

NHES MONTHLY GIVING

Become a recurring donor today and make a difference to homeless animals.
You'll ensure we have the funds to support the animals throughout the year and you can always change your gift at any time.



Donation Amounts

Or you can donate any amount here

Monthly

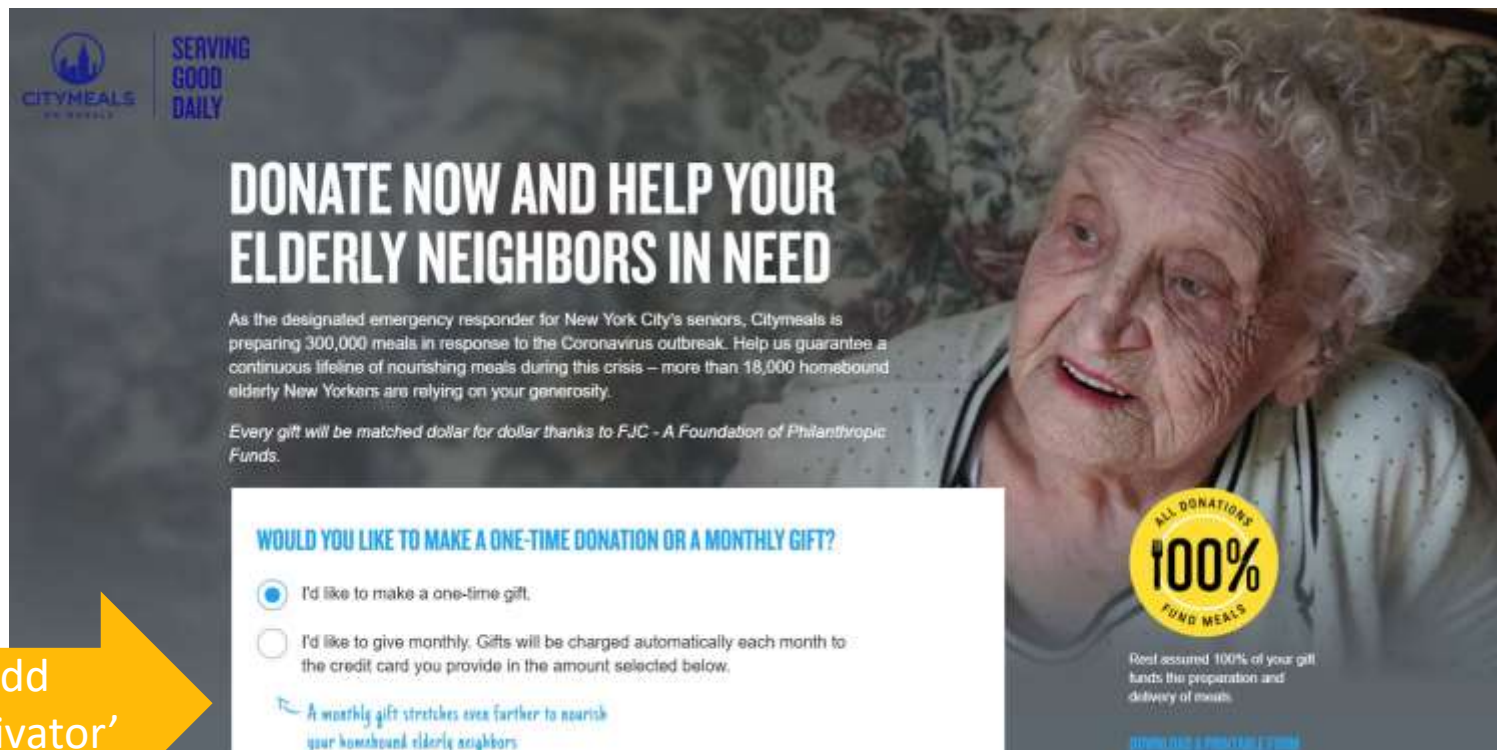
☒ I have read and agreed to the terms and conditions.
The total below is for this donation only.

First Name *

Last Name *

Mobile Number

Make Monthly Giving Stand Out



CITYMEALS
ON WHEELS

**SERVING
GOOD
DAILY**

DONATE NOW AND HELP YOUR ELDERLY NEIGHBORS IN NEED

As the designated emergency responder for New York City's seniors, Citymeals is preparing 300,000 meals in response to the Coronavirus outbreak. Help us guarantee a continuous lifeline of nourishing meals during this crisis – more than 18,000 homebound elderly New Yorkers are relying on your generosity.

Every gift will be matched dollar for dollar thanks to FJC - A Foundation of Philanthropic Funds.

WOULD YOU LIKE TO MAKE A ONE-TIME DONATION OR A MONTHLY GIFT?

☒ I'd like to make a one-time gift.

☐ I'd like to give monthly. Gifts will be charged automatically each month to the credit card you provide in the amount selected below.

A monthly gift stretches even farther to nourish your homebound elderly neighbors

**ALL DONATIONS
100%
FUND MEALS**

Rest assured 100% of your gift funds the preparation and delivery of meals.

[DONATE NOW & PRINTABLE 120000](#)

Add
'motivator'

Allow for Small Gifts

WOULD YOU LIKE TO MAKE A ONE-TIME DONATION OR A MONTHLY GIFT?

☐ I'd like to make a one-time gift.

☒ I'd like to give monthly. Gifts will be charged automatically each month to the credit card you provide in the amount selected below.

A monthly gift stretches even further to nourish your homebound elderly neighbors

SELECT YOUR DONATION AMOUNT:

☐ **\$136** ONE YEAR OF HOLIDAY MEALS FOR A FRAIL AGED NEIGHBOR

☐ **\$88** TWO EMERGENCY FOOD PACKAGES

☒ **\$31** ONE MONTH OF SUNDAY MEALS FOR A HOMEBOUND ELDERLY NEW YORKER

☐ **\$16** TWO WEEKEND MEALS FOR YOUR FRAIL AGED NEIGHBORS

☐ **OTHER AMOUNT (\$5 MINIMUM)**

Offer EFT/ACH/Direct Debit

PAYMENT INFORMATION

Credit Card

Checking Account

Card Number *



CVV *



Expiration *

04 - April



Offer Other Ways to Send in their Gift



Rest assured 100% of your gift funds the preparation and delivery of meals.

[DOWNLOAD OUR E-PRINTABLE FORM](#)

If you would prefer to mail or fax your donation

If you have any questions, please contact us at:

Email: info@citymeals.org

Phone: 212-687-1234

Citymeals is a registered 501(c)(3) nonprofit organization. All gifts are tax-deductible to the fullest extent of the law.

Federal Tax ID: 13-3634381

[OTHER WAYS TO SUPPORT US](#)

Download a form

Consider a Light Box for One-time Gift Check Out

United States


02648

City*

State/Province*

marstons mills

Massachusetts



Thank You!

Before we process your gift, would you consider making it go even further? Through an automatic monthly donation, you'll help ensure a brighter future for the wildlife you cherish year round.

Yes! Please Process My Monthly Gift of \$20!

[Edit Amount](#)

You can change your gift at any time.

[No thanks, complete my one-time \\$50 gift.](#)

If you would like to contribute by phone, please call our toll-free member number 1.800.385.9712. Our staff are available 9:00 am - 6:00 pm EST, Monday-Friday.

Defenders of Wildlife is a nonprofit, tax-exempt charitable organization (tax identification number: 53-063881) under Section 501(c)(3) of the Internal Revenue Code. Donations are tax-deductible as allowed by law.



What's holding you back from growing?



Start with One Hour a Week

Invite Board, Create video and Invite others

Dear Erica,

Two weeks ago, [we shared Sam's story](#) and how donors like you can support kids like him on a monthly basis.

Today, I'd like to share a special video with you.



Will you give monthly and become a *Champion for Youth* today?

<https://www.youtube.com/watch?v=cK8s4fhR2vk>

DONATE NOW

As Eddy tells you, there are three reasons to give monthly:

1. It's a great way to budget your gift.
2. It helps StandUp For Kids meet our strategic goals. We can plan better when we know that donors will be there to help us help our youth.
3. **You'll be confident that you play a big part in ending the cycle of youth homelessness.**

Your monthly gift, combined with those from other *Champions for Youth*, will make a huge difference to kids in need. It means they'll have a safe place to sleep, food to eat and the support to succeed in school.

Your monthly gift also helps us train volunteers and staff all over the country, so that they know the resources in the area and possess the skills to engage and develop transformative relationships with youth on the streets.

So, will you consider becoming a *Champion for Youth* with a gift of \$10 or \$14 each month, through your credit card? It only takes a minute to set it up.

Thank you again. You're a true *Champion for Youth*.

Gratefully yours,

Take over Your Home Page



Use Your Emails

Subject:

Healthy Planet = Healthy People



[Join the Sustainer Circle](#)

Good News, erica Forest Gardens are creating a healthier world!

At Trees for the Future, our contributions to the environment, soil, biodiversity, and reforestation are also life-changing for farming families' health and wellbeing. With Earth Month in full swing and today marking World Health Day, we wanted to take a moment to show the connection between environmental health and human health.



[Join the Sustainer Circle](#)

Each Forest Garden has an average of 4,000 trees and dozens of species. As the Forest Garden gives back to the land, it also gives back to the family. Farmers and their families see a 574% average increase in nutrition access.



You make that possible, erica! Supporters like you are the reason Forest Gardens are making a lasting impact, not just for the planet, but for people too.

Help us keep the good growing. Join our Good News Movement and become a monthly donor in honor of Earth Month. For Sustainer Circle members, there's a bit of Earth month and a lot of good news in every month of the year.

[Join the Sustainer Circle](#)



Use Extra Buttons

Make a One-Time Donation

Become a Monthly Donor



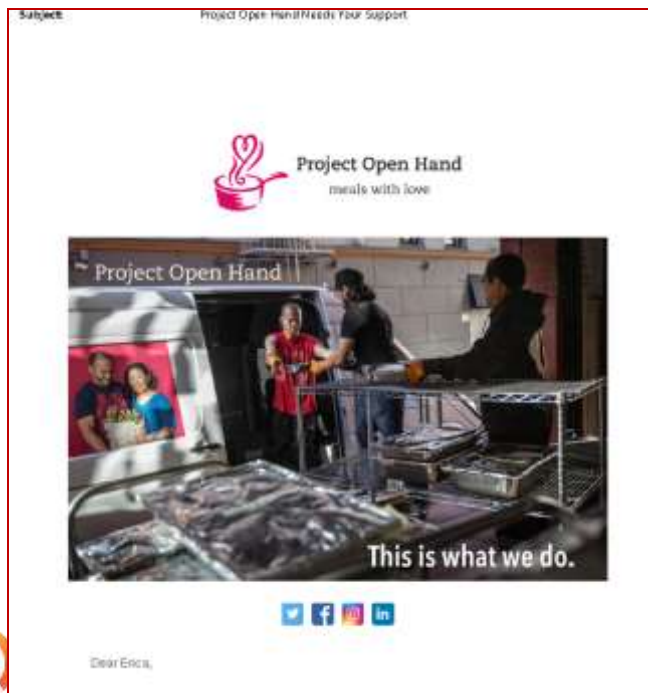
The National Humane Education Society

P.O. Box 340

Charles Town, WV 25414

www.nhes.org

Use extra Buttons



I need you. We need you. Our clients need you.

Project Open Hand can only serve thousands of clients and can only provide life-saving meals to the critically ill and vulnerable in San Francisco and Alameda Counties with your help.

Now, the coronavirus (COVID-19) and the recent "shelter-in-place" order have drastically impacted our operations.

Normally, 125 daily volunteers fill our facilities, helping to prep and package meals. Now we are dependent on paid staff, finding volunteers who do not fall within the groups at risk of contracting the coronavirus, and we can only purchase expensive, pre-processed ingredients to prepare meals.

Most importantly, this health crisis has impacted the way we deliver these life-saving meals to our clients, many of whom are seniors or have a chronic illness — the most vulnerable groups to catching the virus.

These are uncertain times, and perhaps, one of the most challenging this organization has ever faced. We must be committed to the communities we serve...and we need your help to do it.

Will you give monthly to support us during this critical time?

By supporting us with a **MONTHLY DONATION**, you will help alleviate the increased costs we are facing in the weeks and months ahead to ensure that we continue to get these nutritious meals in the hands of those who need it most.

Yes, I'll make an emergency gift

If you can't give monthly, a **ONE-TIME DONATION** of any size will help us.

We are at a critical moment when action is needed and with your help, Project Open Hand can be ready to respond to do whatever it takes. Will you help?

Thank you for your support!



Use Matching Gift Challenges

Special Update

A few weeks ago, I told you about this tremendous challenge. If we generate 50 new monthly donors by September 30th, **a generous donor will give us an additional \$10,000!**

Maximize your impact



with a matching gift!

I'm excited to tell you that we already have 15 new monthly donors.
One more month to go!

Will you make a difference to a child with a monthly gift today?

It's easy and convenient. You'll make a small gift through your credit card. You can budget your donations and it's a great way for us to plan our programs, because we know the funds will be there.

Just think, how many more kids we can get off the streets with that additional \$10,000.

**Give Monthly
Today!**



Thank you!

Use Your Email Newsletter



It takes ongoing, steady support to ensure pets like Pretty Kitty get the care they need — that's why long-time donor and friend, Jacquelyn Zehring, is generously offering to match your monthly gift for an entire year!

[DONATE NOW](#)

Rescue Stories



[Collaboration Rescue](#)



[Adopt & Rescue Center](#)

Use Your Email Signature

Director of Advancement



www.bbbscm.org

Be a ROCKSTAR!

Support Big Brothers Big Sisters of Central Mass/ Metrowest with a monthly donation starting at \$10 and make a long-lasting impact. [Click here to become a ROCKSTAR today!](#)



Use Social Media

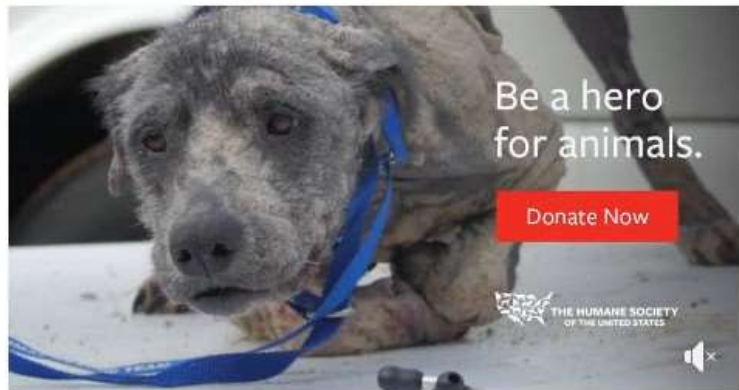
Link to Your Monthly Only Page!



The Humane Society of the United States

Sponsored · 🌐

Join a special group of donors who are the heart and soul of our mission. As a Humane Hero, your monthly gift provides a reliable financial foundation so we can mobilize quickly and help animals in desperate need. Please make a monthly gift to help support this lifesaving work year-round.



Give Monthly. Change Lives.

Your monthly gift will help rescue and protect more animals from cruelty and neglect, shut down puppy mills, end animal fighting rings and so much more.

[SECURE.HUMANESOCIETY.ORG](https://secure.humanesociety.org)

Donate Now

Not affiliated with Facebook

👍👎❤️ 939

50 Comments 180 Shares 73K Views




A DIRECT
SOLUTION

Use a Two-step Approach in Social Media



Follow Up with Monthly Ask

CLIMATE REALITY PRESENTS


PROTECT OUR PLANET | PROTECT OURSELVES

Climate Champion, thank you for backing Climate Reality and becoming a Citizen Producer!

24 Hours of Reality™ is only two days away, and it's because of the generosity of climate champions like you that we're able to produce such a large and influential global event.

That's why we wanted to present you with this special offer.

[Become a monthly donor now at the \\$25 level and we'll bump your Citizen Producer status up even higher.](#)

Not only will we add your name to the live credits of the upcoming global broadcast of *24 Hours of Reality: Protect Our Planet, Protect Ourselves* and send you the same green ring pin worn by former US Vice President Al Gore and our most avid supporters throughout the broadcast -- but we'll also include your name in the show's IMDB.com credits.

Show your dedication to taking on the climate crisis by helping us champion clean energy solutions.

[The deadline to upgrade your Citizen Producer status by becoming a monthly donor is December 4 at noon PT, so act fast.](#)

Thank you again for your generosity.

-Your friends at Climate Reality

[Upgrade Your Gift](#)



Source: Beaconfire-Red



Use The Phone



It's most personal!

Just call to say thank you, especially now!

Use Your Print Newsletter

Make a Greater Impact with a Monthly Gift

Join the Friends of NPF and donate monthly to make a lasting difference for the national parks all year long. Signing up is easy and convenient. Best of all, your monthly gifts will fund important efforts that help protect and preserve your national parks.

Learn more at nationalparks.org/friend.

3 Ways

to Help Protect Our Parks
for Today's Kids . . . and
Future Generations

- 1. Make a gift today.** To do even more to protect our national parks, please give a special, tax-deductible gift to the National Park Foundation today.
- 2. Make a legacy gift for tomorrow.** You have the vision to see how our national parks benefit all people. Consider turning your vision into your legacy by including the National Park Foundation in your will or estate plan. For more information, please call Donor Services at 1-888-GOPARKS.
- 3. Make an ongoing gift.** Your monthly gift will help us protect treasured landscapes and historical and cultural sites for generations to come.

Use Your Appeal Reply Form



American
Red Cross

Help us respond when disaster strikes.

Yes, I'll help with my gift of:

☐ \$157.50 to help 9 people

☐ \$227.50 to help 13 people

☐ \$87.50 to help 5 people

☐ I prefer to give \$ _____

☐ **I'd like to make a monthly gift.** (See reverse)

☐ **Please charge my credit card.** (See reverse)

A Direct Solution

PO Box 757

Marstons Mills, MA 02648-0757

40622311 0006null01000499 AB

☐ I've enclosed my check, payable to the American Red Cross.

Donate online at redcross.org/donate

To donate by phone or to update your information,
call 1-800-RED CROSS.

American Red Cross
Cape, Islands and Southeast Massachusetts
Donation Processing Center
PO Box 55919
Boston MA 02205-5919



▲ Please ensure our address shows through the return envelope window ▲

How to Create Ongoing Engagement



Use What You Have and Get to Your Advantage

From:
Sent:
To:
Subject:

Pierre Ferrari, Heifer International <info@support.heifer.org>
Tuesday, October 13, 2020 2:01 PM
ewaasdrp@comcast.net
A thank you note just for you



Dear Erica,

I want to show you this heartwarming note from 15-year-old Amina in Bangladesh. You helped change her life and her future, so I want to share her note of thanks.

My name is Amina. You helped my mother, and me as well, become self-reliant. I would like to give special thanks for the chickens, cows and worm fertilizer.

I wish that you will stand by the side of more people who are struggling with poverty, so they can become self-reliant like my mother.

Thank you for being by our side.

Read Aeysha and Amina's Story >>

I also hope you'll read about her mother, Aeysha, and the lengths she's gone to give Amina the future she deserves. Aeysha fled an abusive marriage with an infant, which forced her to work grueling hours in the field to feed her baby — but it was not enough. She couldn't afford food for Amina, much less send her to school.

But as you've read from Amina, the gift of chicks that you provided changed everything. Amina is healthy and thriving in school and her mother has become a leader in their community. Aeysha helped found a cooperative where she now serves as vice president, and she's shared her gifts from Heifer with others in need — passing on seeds and animals, and teaching courses on animal management, sewing and much more.

Aeysha's dream of giving her daughter a better life has come true. And Amina's only wish now is that you continue to stand by those in need. **Your monthly gifts as a Friend of Heifer are making her wish come true.** Stories like

2

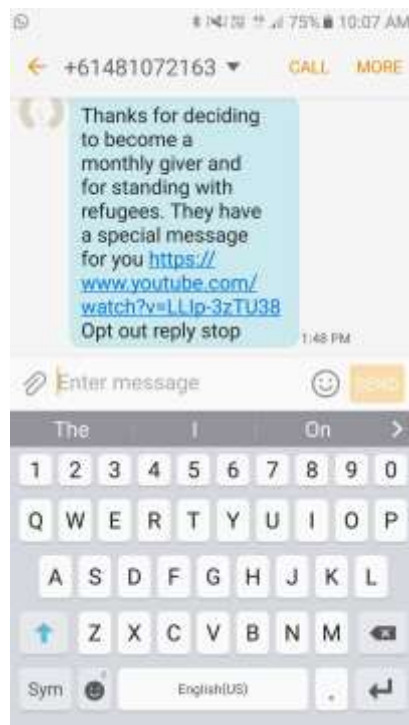
Aeysha and Amina's remind me of why our work at Heifer is so important — and of just how thankful I am that we have friends like you by our side.

Gratefully,

Pierre Ferrari
Heifer International



Use Texts If Permission



Think of Ways to Say Welcome and Thank you



Dear Erica,

Thank you so much for joining our monthly giving program, Friends of Heifer.

Because of your generosity, families without enough to eat or live on will gain the tools to lift themselves from poverty. Through the sustainable benefits of livestock, they will have ample milk for their growing children, and organic fertilizer for newly thriving vegetable gardens. Training and community-building will help them plan for the future, improve their income, invest in their children's education, and more.

Monthly updates will be sent to you showing how your contributions are strengthening families' futures all over the world. Please take the time to read these. We want you to know the impact you are creating.

Ending hunger and poverty worldwide takes millions of small steps—including those of Heifer donors and recipients alike. Your steps are proof that you are committed to others. The meaningful change that grows from that commitment connects us all, regardless of circumstances.

Erica, thanks again for supporting Heifer's work. I hope you will learn more about the families we assist and the countries we work in by visiting Heifer.org and following us on Facebook, Twitter and Instagram.



Sincerely,

Pierre U. Ferrari

Pierre U. Ferrari, President and CEO

THANK YOU!



1 World Avenue
Little Rock, AR 72202
888-548-5437
www.heifer.org



WE ARE DEEPLY GRATEFUL
FOR YOUR SUPPORT

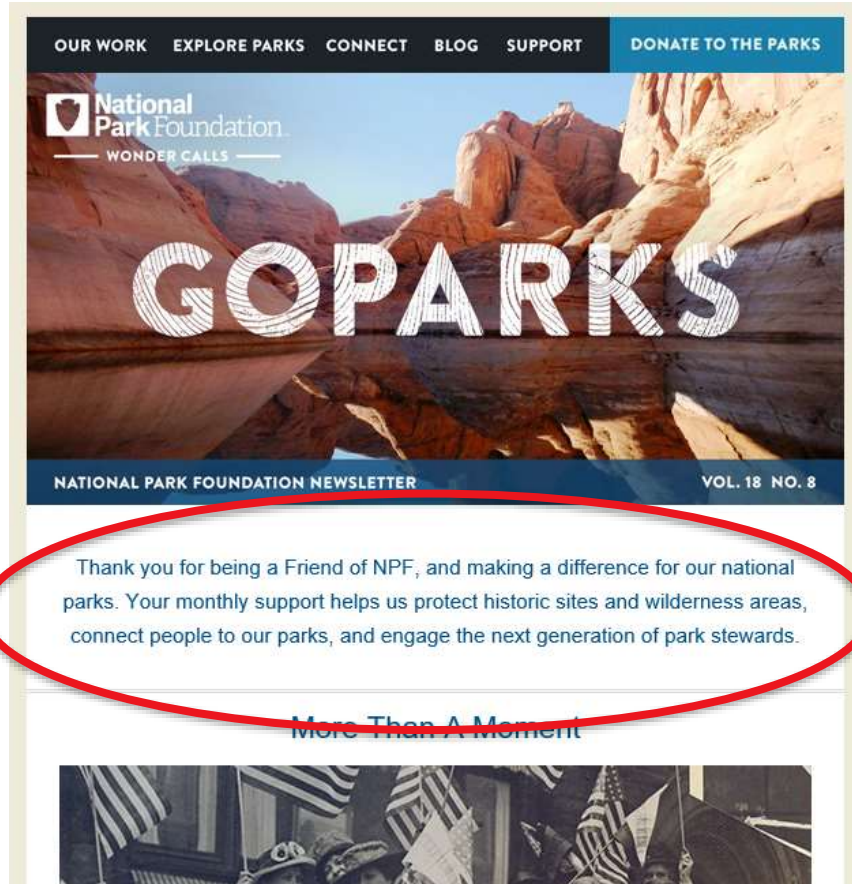
Erica Wassdorp
30 Frazier Way
Marston Mills, MA 02048-1866



Use Your Print Newsletter



Thank your Monthly Donors in Your Enews



Additional Appeals Work... If Done Right

Dear Erica,

Wherever there is poverty, a family's chance to get ahead can take years of struggle. Such is true for many in Zambia.

Their soil is too sandy to grow anything. The water they need to drink, cook and wash is too far away to rely on. Their income is not enough to provide enough nutritious food to eat.

If they could just overcome some of the problems, their lives could improve.

Helping eager families solve problems ... giving them a boost to gain a foothold on the ladder of hope ... is what Heifer International is all about.

recognize

You know as a Friend of Heifer: The animals and teaching we provide empower even the most impoverished families to *lift* themselves from poverty ... forever.

recognize

A girl like Ida Lungu can eat a steady diet that will help her grow strong, healthy and able to excel at school. She'll have more energy and security. Her home will be safer.

Your support as a Friend of Heifer changed lives just like Ida's. And your gift today can do even more because it will be *matched* and *multiplied*.



Extra Gift Ask Emails Work... If Done Right

recognize



Dear Erica,

A polar bear can't show up on Capitol Hill and oppose laws that would destroy its home. Orcas can't organize a grassroots movement to save their habitat from pollution. Gray wolves can't file a lawsuit when key protections are stripped away from them.

But we can – If you'll stand with us to defend every last one!

Our Defend America's Wildlife Campaign will help end these attacks on vulnerable species across the country. Make your urgent gift today and it'll be matched 2-for-1 to block assaults on wildlife!

If you believe that:

- **Polar bear mothers and cubs shouldn't be crushed in their dens by heavy machinery** if Big Oil invades the Arctic National Wildlife Refuge for short-term profits;

- **Recovering gray wolves shouldn't be abandoned to the mercy of anti-wolf states** as the government strips them of federal Endangered Species Act protections;
- **Mother orcas and calves shouldn't have to keep starving to death** while their food supply is destroyed by pollution and obsolete dams.

Then I'm asking you right now to support non-stop efforts by our dedicated wildlife advocates, lawyers and policy experts to keep these species and others safe with your gift today!

END ASSAULTS ON WILDLIFE >>

The fight to defend these species from attacks on their lives is succeeding because people like you stepped up to become wildlife champions this year.

Whether your support helps challenge anti-wolf groups, Big Oil, corporate lobbyists, administration officials or other anti-wildlife forces, you're the key to making wildlife safer in the face of non-stop assaults on their lives and habitat.

The fight's not over yet – will you join the movement and help stop the enemies of wildlife?

Be a champion for threatened and endangered species: Your generous gift will be MATCHED 2-for-1 to keep imperiled wildlife and wild places safe in 2020 and beyond!

Thank you in advance for your compassion for wildlife.

Sincerely,



Jamie Rappaport Clark
President, Defenders of Wildlife

P.S.: These vulnerable animals will need all of us on their side to survive! Help give them a chance at survival in 2020 and beyond with your 3x matching gift to the Defend America's Wildlife Matching Gift Challenge!

Create Special Version and Ask for extra Gift

recognize

From: Virginia Briggs Dungan <development@nhes.org>
Sent: Tuesday, December 1, 2020 8:01 AM
To: ERICA WAASDORP
Subject: ERICA, your gift for dogs like Alabama will double!

The National Humane

FOUNDED 1948 Education Society

GIVINGTUESDAY

Dear ERICA,

Thank you so much for your ongoing monthly gifts. Because of you, we can help give animals like Alabama a second chance. As this pandemic continues, your ongoing support is especially crucial to help animals in need!

Today is #GivingTuesday, a global day of giving to help organizations raise money during giving season. I'd like to share Alabama's story with you in the hopes [you'll consider an extra gift today](#), worth twice as much thanks to Mr. Shreiber's generous match!

Thank you again for your generous support!

Alabama's Story:

Alabama, a precious, emaciated stray and her three puppies Auburn, Trinity, and Tippie came to us after a 12-hour-long transport, during the pandemic.

Alabama had suffered extreme starvation. But once in our care, our vet made another gruesome discovery.



Monthly Donors Will Step Up During a Crisis!



Hello Erica,

My first thought during this difficult time is how you are doing. If you're like me, you feel like you're getting the virus about every 4 hours. Then I suddenly feel better and realize that nothing is wrong. The more we stay at home, the more this will become commonplace. Just make sure you stay healthy!

I wanted to give you an update on operations here at Guardian Angel Basset Rescue. If you've been a partner with GABR for a while, you know that we believe fundraising is essential to help the Bassetts that you care so much about.

Because of your special help as a BFF, we can continue the work we've done for 25 years.

But in these uncertain times, I expect that we will see an increase in Bassetts that need to be surrendered. So I'm reaching out to you today because I know you'll want us to be there for them!

For example, we recently rescued **Ellie & Scout**, a brother and sister aged 14. They came to us from Indianapolis where their owner, who was homeless, had not had them vetted in 8 years. Their teeth were in horrible shape and they had many other problems. Unfortunately, Ellie lost her fight before all the surgery that was required but **Scout** is doing fine.



We've always taken in seniors like these, but now they are coming more often. **That takes more funds for their treatment.**

Would you like to help us?

As you know, our Basset Ball had to be cancelled this year. That event brings in major revenue for us, especially through our **"Gifts From The Heart"**. That's why we're planning to run an online event within the next few weeks, probably on April 25th. One of things we'll be doing is asking you to participate in direct giving for **"Gifts From The Heart"**.

This year, those funds will be earmarked for the substantial number of senior Bassetts we are receiving.

Consider making a pledge during our online event for the funds we need to guarantee that we continue to take dogs like **Scout**.

Our goal for the event will be a minimum of \$50,000. I realize that our challenge to you will be large but I'm confident you'll be able to help.

As soon as we announce the date, make a note on your calendar to "Virtually Attend" our live event.

And here are two other things you can do:

1. You can increase your monthly donation to BFF. Simply [CLICK HERE](#) to let us know. We'll take care of it right away.

2. Or, you can agree to change your preferred donation to have your donation come directly from your checking account. **That will reduce our fees by over 75% - that's a BIG DEAL!**

Just reply to this email - we'll be in touch right away!

Just let us know your preference. I look forward to seeing how you want to help us be ready for more Bassetts like Scout.

And just let me know if there's anything I can do to help in any way. My cell phone number is 815-228-5835. Don't hesitate to call!

Remember - **"Let's make the rest of their Lives, the best of their Lives!"**



A DIRECT
SOLUTION

Ask For a Gift in Their Will



Let Your Legacy Speak

“WGBH is educational, extremely entertaining, and brings us together through shared knowledge and stories. It speaks to everyone, which is why I’m including WGBH in my estate plan.”

—JANE OWENS

WGBH

For more information contact
the Office of Gift Planning
and Endowment at
gift_planning@wgbh.org
or 800.220.7122

Pay Extra Attention To Your Soft Cancels



Donors Want To Keep Giving!

Look at Annual Value At Risk

	# of Monthly Donors Reactivated	Average gift	Average Yearly Gift	Cumulative
Totals	10	\$25	\$300	\$3,000

Help Your Monthly Donors Remember

- Think **courtesy, service to donor**. You're not a 'nag'!
- Don't wait, combine them all:
 - Send email(s)
 - Send letter(s)
 - Call anybody with phone number
 - Text if you have permission
- Repeat!!





The next step is up to you!



**“The best time to
plant a tree was 20 years ago.
The second best time is now.”**

– Chinese Proverb

Follow Up Questions Welcome

[Erica Waasdorp](#)

erica@adirectsolution.com

[508 428-4753](tel:5084284753)

www.adirectsolution.com



All pictures courtesy of Pixabay unless otherwise indicated



Resources For Download

- <https://adirectsolution.com/download/xls-monthly-donor-annualizer/>
- <https://www.adirectsolution.com/go/monthly-donor-road-map-landing-page/>
- <https://www.adirectsolution.com/go/ebook-monthly-donor-retention-play-book/>
- <https://adirectsolution.com/download/template-monthly-giving-form-and-faq/>
- And more at www.adirectsolution.com