



# The Impact of Recurring Giving: How to Keep 80% of Your Donors

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Tuesday, April 20<sup>th</sup> | 2:00-2:45 p.m. EDT



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# Who's Talking Today?

- + With Qgiv for about two-and-a-half years
- + Digital Marketing is my expertise and optimizing the user journey
- + I enjoy volunteering at different nonprofits
- + I have 5 animals: 3 dogs and 2 cats



**Justin Cook**

*Product Marketing Manager*

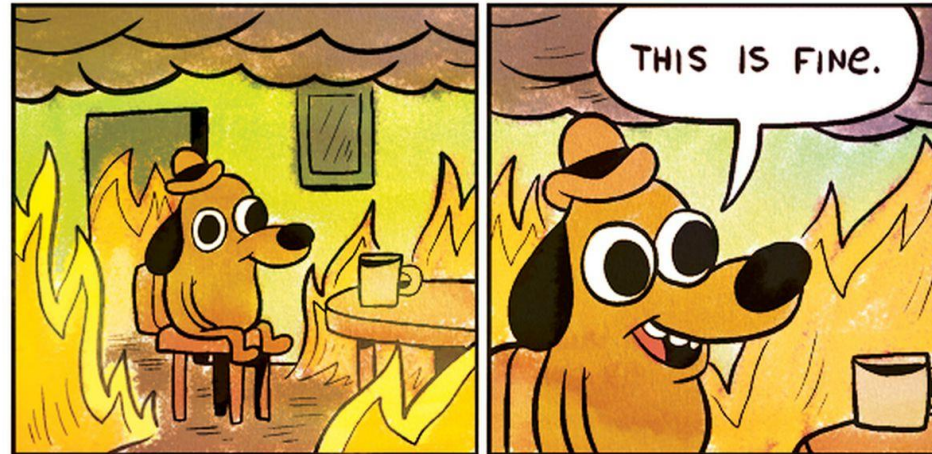
# 2020: A World on Fire

+ Some segments sustained or raised more

- Human Services
- Pets & Animal Welfare
- Health Services
- Religious Organizations

+ Some segments had a tough year

- Youth Development
- Arts, Culture, and Humanities



2020 Average Gift Amount: **\$133.31**

Source: Qgiv 2020 data; Navigating the Unknown



# Recurring Giving

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# Reason #1: Recurring Donors Stay Longer

**2x**

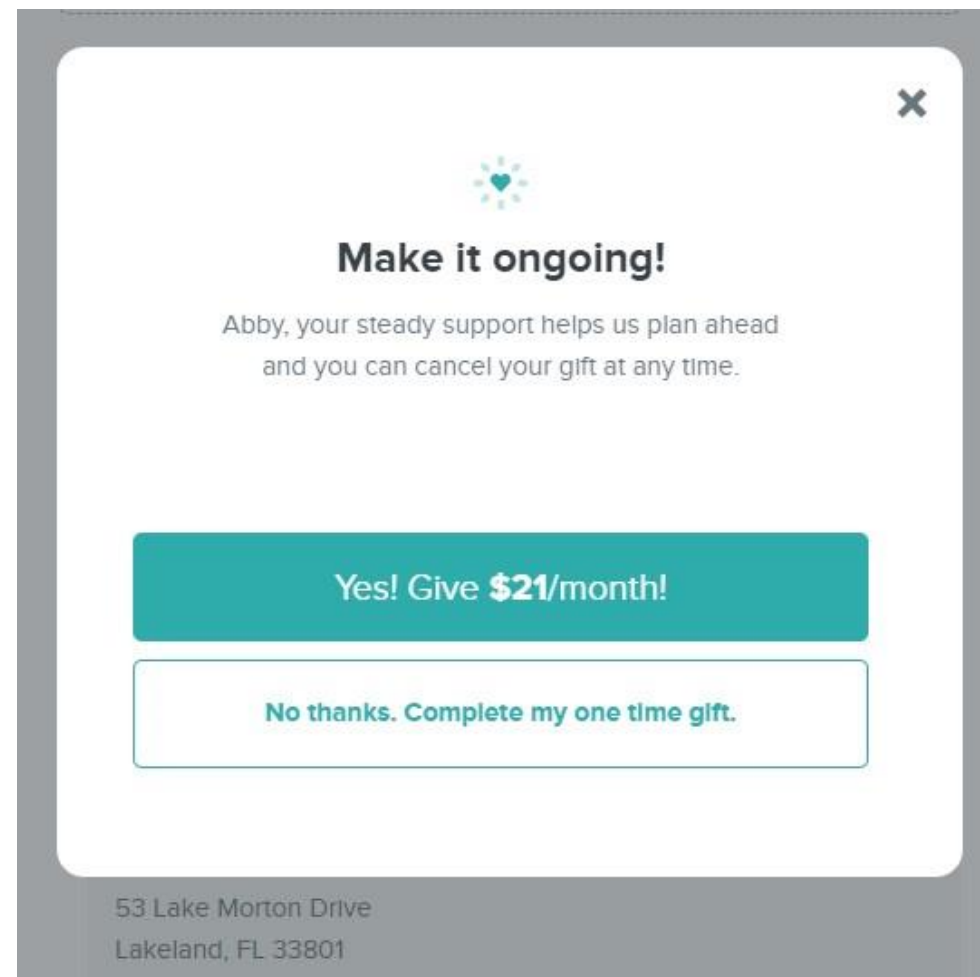
Recurring donors are more likely to support their favored nonprofit beyond one year

Donors are willing to set up recurring gifts!

**80%+**

Average retention rate for monthly donors after one year

Source: NextAfter, Network for Good



A screenshot of a donation confirmation email from Qgiv. The email has a white background with a grey border. At the top right is a close button (X). Below it is a small heart icon with radiating lines. The main heading is 'Make it ongoing!' in bold. Below that is a message: 'Abby, your steady support helps us plan ahead and you can cancel your gift at any time.' There are two buttons: a teal button that says 'Yes! Give \$21/month!' and a white button with a teal border that says 'No thanks. Complete my one time gift.' At the bottom, the address '53 Lake Morton Drive, Lakeland, FL 33801' is listed.

Make it ongoing!

Abby, your steady support helps us plan ahead  
and you can cancel your gift at any time.

Yes! Give \$21/month!

No thanks. Complete my one time gift.

53 Lake Morton Drive  
Lakeland, FL 33801



## Reason #2: Recurring Donors Give More

**42%**  
more


Over the course of a year, recurring donors give more than one-time donors


Recurring donors have a higher lifetime value compared to one-time donors

**5.4x**

Recurring donors give more than one-time donors over their lifetime

Source: NextAfter





**Make it ongoing!**

Abby, your steady support helps us plan ahead  
and you can cancel your gift at any time.

**Yes! Give \$21/month!**

No thanks. Complete my one time gift.

53 Lake Morton Drive  
Lakeland, FL 33801



## Reason #2: Recurring Donors Give More

Donor “A” Gives a One-Time Gift: **\$100**

Donor “B” Sets up a Recurring Gift: **~\$12**

For 12 months

For a total of **\$144**

Over 5 years:

One-time- \$500

Recurring- \$710

Over 10 years:

One-time- \$1,000

Recurring -\$1,420



# What We'll Cover Today

We'll look at how other organizations are successfully using recurring giving and recurring giving prompts on their donation forms. With each example, we'll have a takeaway you can apply to your donation form and a tip for how to use Qgiv's tools.

- + Tips for Asking for Recurring Gifts
- + Tips for Donation Forms
- + Tips for Keeping Recurring Donors



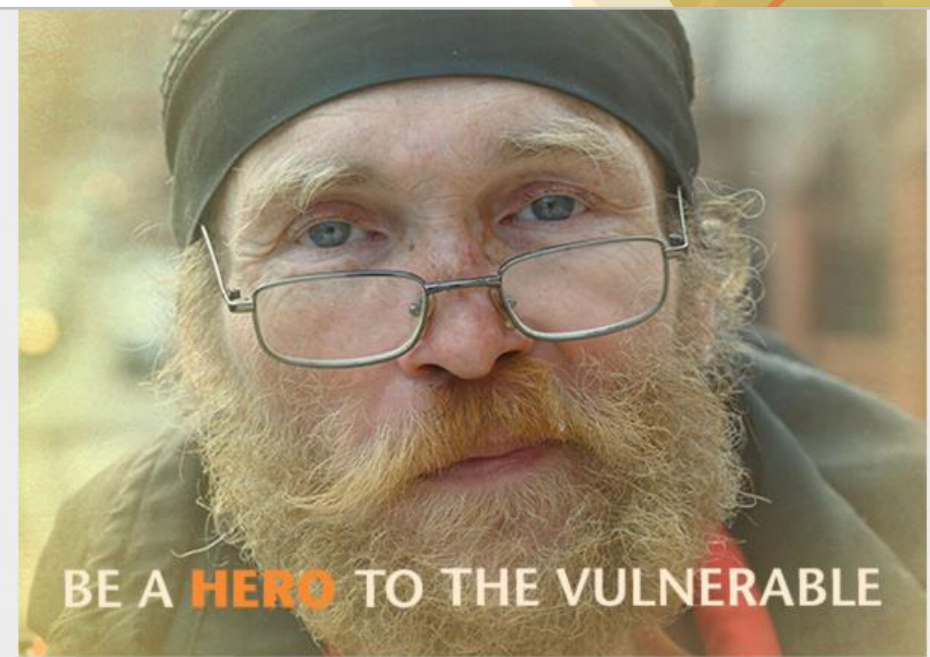
# Tips for Asking for Recurring Gifts

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# Tip #1: Send a dedicated appeal or ask

Let donors know you're looking for monthly or recurring donations!

- + Send through direct mail, email, or social posts.
- + Get specific about why donors should upgrade to a recurring gift
- + Special groups offer a sense of exclusivity and community



BE A **HERO** TO THE VULNERABLE



Dear Sarah,

As we start the new year, homelessness, addiction, and crippling poverty continue to overwhelm many neighbors here in Greater Baltimore.

You understand the most vulnerable among us need real help ... real hope ... *and a real hero.*

That's why I'm inviting you to [join Helping Up Heroes](#). This is a compassionate group of friends who [commit to give monthly](#) to give the hurting men and women at Helping Up Mission a fresh start on life.

When you become a Helping Up Hero, your generous monthly gifts will accomplish amazing things:

## Tip #2: Offer incentives for recurring donors

Some incentives your organization can offer include:

- + Special newsletter
- + Downloadable content
- + Special invitations to donor appreciation events
- + Merchandise
- + The possibilities are endless!

GET INVOLVED

### APCH Social Change Club

Want to support A Place Called Home and stay involved all year round? Then membership in our [Social Change Club](#) is for you! For making an ongoing minimum annual or monthly donation, you will receive special benefits, free tickets to APCH events, and exciting invitations throughout the year. Have fun while doing good! **Sign up today!**





## Tip #3: Explain why someone should make a recurring gift

Explaining the impact of a recurring gift increases the likelihood of donors upgrading to a recurring gift!

- + How does a recurring gift make a greater impact?
- + How can you show this?
  - Will donors sponsor a child? Animal?
- + What can be accomplished?
- + Show the impact!



**\$25 a month** can provide 12 hot, nutritious meals.



**\$50 a month** can provide 5 nights of shelter.



**\$100 a month** can provide job training to help someone achieve living wage employment.



**\$250 a month** can help a devastated person break the grip of addiction and begin a new life in recovery.

**I WANT TO BE A HERO**

Sarah, the start of the new year is a perfect time to become a Helping Up Hero. That's because the cold winter weather often drives people from the streets to Helping Up Mission to join our Spiritual Recovery Program.

Becoming a hero is easy. It only takes a few minutes to set up monthly electronic gifts via your checking account or credit card, and you can change your monthly amount whenever you want. Of course, you can cancel at any time. And if monthly support isn't the right option for you today, you can also give a **one-time gift** now.

Thank you for your strong partnership and for considering this opportunity to **become a Helping Up Hero** for men and women longing to be free from homelessness and addiction!

**Bob Gehman, CEO**  
Helping Up Mission

P.S. Please know I would never ask you to stretch beyond your ability to give. But if you are able, becoming a **Helping Up Hero** is a wonderful way to provide a safety net of care for the hurting men and women in our Spiritual Recovery Program. Thank you for your prayerful consideration!





# Recurring Donation Appeal Example

A great example of this is Rescue Ministries appeal during Giving Tuesday!

- + Added an impact statement at the top
- + A brief description of what a donation accomplishes and the benefit it provides
- + Added special text to their “donate monthly” section: “Greatest Impact”



**Help us reach our goal:**  
**Hundreds of meals and Hope & Care Packages**

**You can provide a meal and Hope & Care Packages—just \$30**

Help even more neighbors struggling to end homelessness in Mid-Michigan this holiday season. Your gift today provides a hot, nutritious meal and a Hope & Care Packages, complete with:

- Hygiene kit
- Socks and gloves
- Warm Shelter

**#GivingTuesday**

ONE-TIME	DONATE MONTHLY <span>GREATEST IMPACT</span>
Your one-time gift will help people.	Become a monthly donor and your ongoing support will provide food and shelter for hungry, homeless neighbors.
<input type="button" value="\$25"/> <input type="button" value="\$50"/> <input type="button" value="\$100"/> <input type="button" value="\$250"/> <input type="button" value="\$ Other"/>	<input type="button" value="Yes! I want to donate \$20 a month."/> <input type="button" value="\$ Other"/>



# Tips for Donation Forms

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# Tip #1: Don't default to recurring gifts

Defaulting to recurring gifts seems sneaky and will most likely turn away donors.

- + Build awareness of recurring gifts and only default to recurring from a dedicated appeal
- + Make it easy to upgrade on your donation form
- + Use subtle reminders to encourage donors to upgrade

The screenshot shows a donation form with a yellow header bar containing the text "Your gift supports our mission. Make a donation today." In the top right corner, there are links for "My account" and "Sign out". Below this is a progress indicator with four circles, the first of which is filled. The main section is titled "Choose Your Gift". There are two tabs: "One Time" (which is selected and highlighted with a yellow bar) and "Ongoing". Under the "One Time" tab, there are four buttons for donation amounts: "\$50", "\$100", "\$250", and "\$500". The "\$50" button is highlighted with a yellow border. Below these buttons is a light gray box with a heart icon and the text "Multiply your Impact. Make It Monthly!". At the bottom, there is a checkbox labeled "Add a little extra to help with fees (\$1.97)" followed by a question mark icon.

# How to make it easy to upgrade

- + The tabbed layout on Qgiv forms makes it easy for donors to switch between “one time” and “ongoing”
- + Multiple reminders are included throughout the donation journey to encourage upgrading!
  - Ongoing tab is present throughout the process
  - Recurring Upgrade Nudge is a subtle reminder
  - Recurring Upgrade Prompt appears at the end!

The screenshot shows a donation form with a tabbed layout. At the top, there's a progress bar with four steps, the third of which is active. Below it, the 'Payment Details' section is visible, with a lock icon and the text 'All transactions are secure and encrypted.' A modal window titled 'TOTAL GIFT' is open, featuring a heart icon and the heading 'Make it ongoing!'. The modal text reads: 'Justin, your steady support helps us plan ahead and you can cancel at anytime.' There are two buttons: an orange 'Yes! Give \$50/month!' button and a white 'No thanks. Complete my one-time gift.' button. Below the modal, the 'New Payment Method' section is visible, with a 'Back' button and a 'Give \$50' button. The footer includes 'Powered By Qgiv' and a 'SECURE' badge.

# Subtle Reminders

- + The recurring upgrade nudge is present throughout the donation journey!
- + Get creative like this organization did and create a customized nudge! This particular nudge is hand-written
  - You can also see the organization changed “ongoing” to “monthly donation”

The screenshot shows a donation page for 'Brick at Museum'. The header is blue with the text 'Add Your Name to Brick at Museum' and 'Your gift supports our mission. Make a donation today.' Below this is a white box titled 'Choose Your Gift'. It has two tabs: 'One-Time Gift' (selected) and 'Monthly Donation'. Under 'One-Time Gift', there are buttons for \$27, \$58.30, \$87, \$100, \$250, \$500, \$1,000, and \$2,500. There is also an 'Other' input field. At the bottom of the white box is a blue banner with a heart icon and the text 'Multiply your impact. Make it Monthly Donation!'. A 'Sign in' link is in the top right corner of the white box.

## Tip #2: Use design elements to draw attention to recurring options

There are a multitude of design elements you can use on your donation form to suggest upgrading:

- + Create a banner image and add a sentence or two about the significance of a recurring gift
- + Use impactful images tied to donation amounts
- + Use recurring upgrade nudges and prompts

The screenshot displays a donation form with a grey background. At the top right, there are links for "My account" and "Sign out". Below these is a progress bar with four steps, the third of which is highlighted. The main heading is "Payment Details" with a lock icon, followed by the text "All transactions are secure and encrypted:". A dashed box labeled "TOTAL GIFT" contains a white modal window. The modal has a close button (X) in the top right corner. Inside the modal, there is a heart icon with a pulse line, the heading "Make it ongoing!", and a message: "Justin, your steady support helps us plan ahead and you can cancel at anytime." Below this message are two buttons: a large orange button labeled "Yes! Give \$50/month!" and a smaller white button with an orange border labeled "No thanks. Complete my one-time gift." Below the modal, the text "New Payment Method" is visible. At the bottom left of the form is a "Back" button with a left arrow, and at the bottom right is a large orange button labeled "Give \$50". At the very bottom, it says "Powered By Qgiv" with the Qgiv logo, and a "SECURE" badge with a lock icon and "digitcert EV SSL" text.



# Banner Image

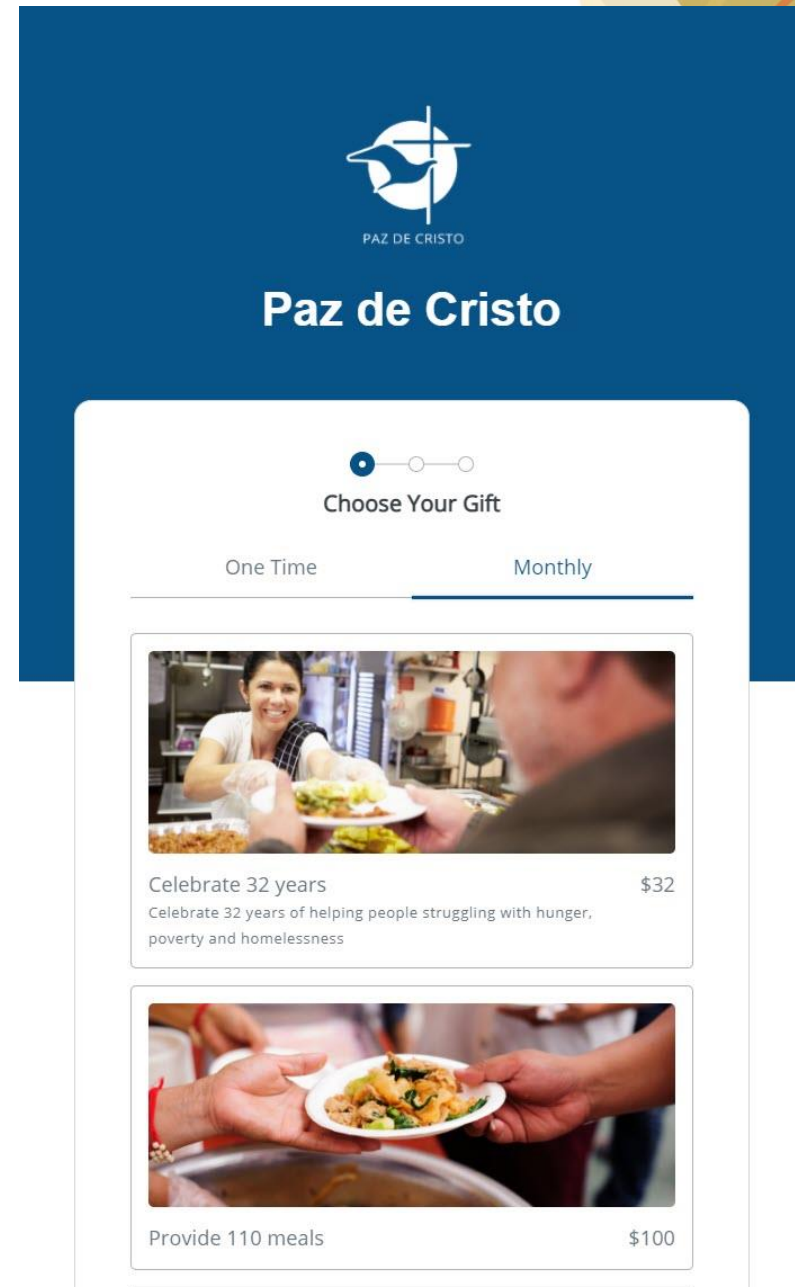
Green City Marketing made there options very clear in the banner:

- + Added an impact statement at the top of the banner
- + Added the dollar amount tied to each donation
- + A brief description of what each donation accomplishes

A screenshot of a donation form. At the top, there is a progress indicator with four circles, the first of which is filled. Below this is the heading "Choose Your Gift". There are two tabs: "One Time" (selected) and "Monthly". Under the "One Time" tab, there are four buttons for different donation amounts: "\$57", "\$85", "\$120", and "\$267". Below these buttons is a text input field labeled "Other:". Below the input field is a button with a leaf icon and the text "Multiply your impact. Make it Monthly!". There are two checkboxes: "Make a gift in honor/in memory" and "I'd like to help cover processing costs - add to my transaction." (with a help icon). At the bottom is a large green button labeled "Give". Below the button is the text "Powered By" followed by the "cgiv" logo.

# Images tied to donation amounts

- + Paz de Cristo added images to their form to show how a donors make an impact
  - Photos of people smiling
  - Added a brief description for the donation amount
  - Tied the donation amount back to something tangible for the donor




The screenshot shows the Paz de Cristo donation interface. At the top, the Paz de Cristo logo is displayed on a blue background. Below the logo, the text "Paz de Cristo" is written in white. The main content area is white and features a "Choose Your Gift" section. This section has two tabs: "One Time" and "Monthly". Under the "One Time" tab, there are two donation options, each with a photo and a description. The first option shows a woman smiling while serving food, with the text "Celebrate 32 years" and "\$32". The second option shows hands holding a plate of food, with the text "Provide 110 meals" and "\$100".


PAZ DE CRISTO

## Paz de Cristo

Choose Your Gift

One Time Monthly

 Celebrate 32 years \$32  
Celebrate 32 years of helping people struggling with hunger, poverty and homelessness

 Provide 110 meals \$100

# Recurring Upgrade Prompt

Recurring upgrade prompts are an excellent way to make on final ask before a donor completes a gift:

- + Text is customizable, so you can use this area to reiterate your recurring donation message
- + The text on the button updates to reflect the monthly donation amount
- + If donors decide they don't want to upgrade, it's easy for them to select no thanks

The screenshot shows a donation page with a modal overlay. At the top, a grey banner states "All transactions are secure and encrypted." Below this, a "TOTAL GIFT" section is partially visible. The modal itself is white with a close button (X) in the top right corner. It features a heart icon with radiating lines and the heading "Make it ongoing!". The text inside the modal reads: "Justin, your steady support helps us plan ahead and you can cancel at anytime." There are two buttons: a prominent orange button labeled "Yes! Give \$50/month!" and a white button with an orange border labeled "No thanks. Complete my one-time gift." Below the modal, the text "New Payment Method" is visible. At the bottom of the page, there is a "Back" button with a left arrow and a "Give \$50" button.

# Tip #3: Offer giving plans

With giving plans, donors can choose how and when they want to donate! A larger donation is broken down into installments.

- + Create giving plans for campaigns
- + Offer a “create your own” plan option
  - Enable multiple billing options so donors can choose the frequency of recurring gifts
  - Give donors a way to set their own start and end dates

The screenshot displays the 'Choose Your Gift' interface on the Qgiv platform. At the top right, there are links for 'My account' and 'Sign out'. A progress indicator shows four steps, with the first step being active. The main heading is 'Choose Your Gift'. Below this, there are two tabs: 'One Time' and 'Ongoing', with 'Ongoing' being selected. A card titled 'Sponsor a Kennel' shows a monthly payment of '\$10/month' and a total of '\$60 gifted over 6 installments'. Below this card is a button labeled 'Create Your Own'. Underneath, there is a dropdown menu set to 'Give Every Other Week'. Four buttons for donation amounts are shown: '\$50' (selected), '\$100', '\$250', and '\$500'. A 'Change' link is positioned below these buttons. Further down, there are fields for 'Start Date' (04/16/2021) and 'End Date' (05/29/2021), each with a calendar icon. A checkbox option is available: 'Add a little extra to help with fees (\$1.97)'. At the bottom, a large yellow button reads 'Give \$50/two weeks'. The footer of the interface states 'Powered By Qgiv'.

# Create Giving Plans

Creating a giving plan makes it easy for donors to select a pre-defined plan by your organization:

- + Donors can select how often to give
- + Add images to help donors understand their impact
- + Include text about the giving plan


@ My account • Sign out

### SELECT A GIVING LEVEL

Increase the impact! - Your gift will be matched through February.


One Time      Ongoing

Give **Monthly** ▼



**SELECT**

Sponsoring a display panel helps raise awareness.      \$600  
Become a Panel Sponsor for **Art Revealing the Gunfire Epidemic** exhibits on the D.C. National Mall and beyond.  
At checkout **you can dedicate a panel** to someone special to be honored or remembered on our website.



**SELECT**

Holding space for lost lives takes A LOT of space!      \$300

This level could cover 20 days of storage space for 200,000 Soul Boxes representing those killed or injured by gunfire.  
**OR** It could cover the cost of our workshop at the Multnomah Arts Center for 10 days.



# Allow Donors to Create Custom Plans

If donors decide they would like to create their own plan, it's super easy for donors get setup.

- + Can choose the frequency they wish to give
- + Start and end dates
- + The donation button updates based on what the donor selects

The screenshot shows a web form titled "Choose Your Gift" with a progress indicator at the top. It has two tabs: "One Time" and "Ongoing", with "Ongoing" selected. A card titled "Sponsor a Kennel" describes the gift: "Fills a kennel with toys, blankets, treats, and a comfy bed for 6 months" at a cost of "\$10/month", totaling "\$60 gifted over 6 installments". Below this is a "Create Your Own" button. The frequency is set to "Every Other Week" with a dropdown arrow. Four amount buttons are shown: "\$50" (selected), "\$100", "\$250", and "\$500". A "Change" link is below the buttons. Date pickers show a "Start Date" of "04/16/2021" and an "End Date" of "05/29/2021". A checkbox option "Add a little extra to help with fees (\$1.97)" is present. A large yellow button at the bottom says "Give \$50/two weeks". The footer indicates "Powered By Qgiv".





# Tips for Keeping Recurring Donors

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# Tip #1: Include special recurring language in receipts

The first step toward retention is building a receipt specific to recurring donors:

- + In your receipt, include a personalized salutation, sincere thank-you message, and an impact statement
- + Follow up with another thank-you message through email, social, or phone call



# Building receipts in Qgiv

Building receipts in Qgiv is super easy!

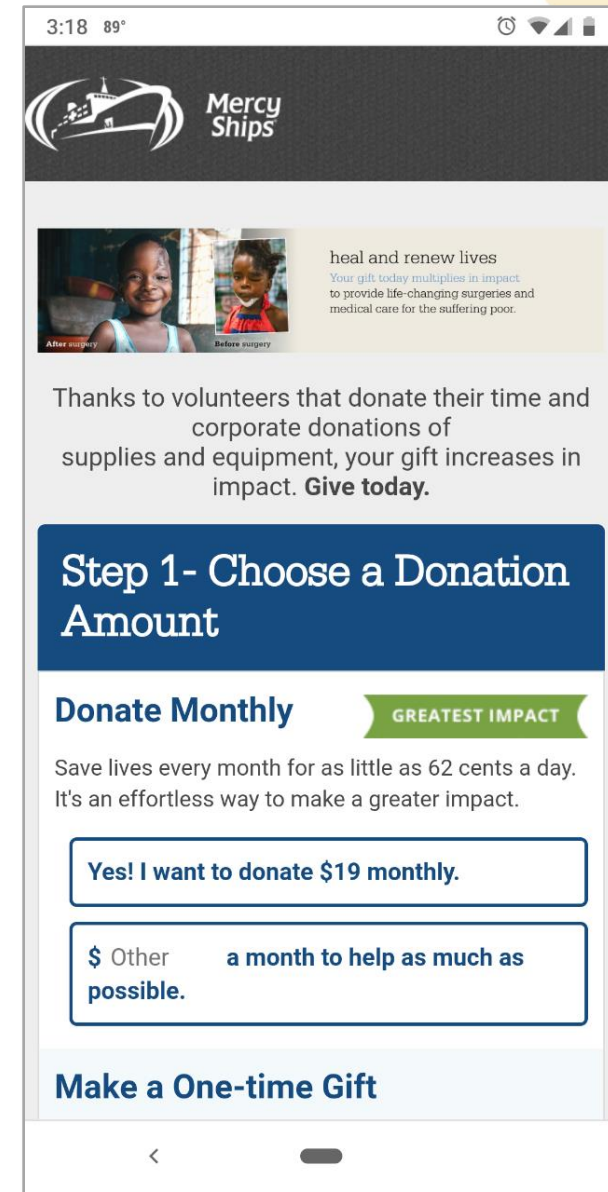
- + Our “what you see is what you get” or WYSIWYG, editor makes it simple to customize reports and add conditional content based on your organizations needs!

The screenshot displays the Qgiv receipt editor interface. At the top, there is a 'Subject' field with a 'Required' label, containing the text 'Thank You for Your Donation!'. Below this is the 'Receipt Body' section, also labeled 'Required'. It features a WYSIWYG editor with a toolbar containing icons for source, insert media, insert tags, undo, redo, bold, italic, underline, strikethrough, link, unlink, bulleted list, numbered list, indent, outdent, and text color. Below the toolbar is a 'Conditional Content' dropdown menu. The main editing area shows a preview of the receipt. The preview includes a salutation 'Dear %Donor%', a thank you message 'Thank you for your gift of %Amount% to Lakeland Food Pantry!', a paragraph explaining the impact of the donation, and a photo of a woman with the text 'After an accident at work left her on workman's'. At the bottom of the editor, there is a 'Tips' section stating: 'You can insert images by dragging and dropping them onto the editor. Tags (ex: %Donor%) will be populated once the email is sent.' Below the tips is a toggle switch labeled 'Include PDF Receipt' which is currently turned on.

## Tip #2: Segment communications and periodically update sustaining donors on what they're achieving

Donors want to hear how their donation is making an impact.

- + Segment communications to recurring donors
- + Send sustaining donors periodic emails telling them what they're achieving
- + Post updates on your organization through social media
- + Periodically ask sustaining donors to upgrade their gift amount

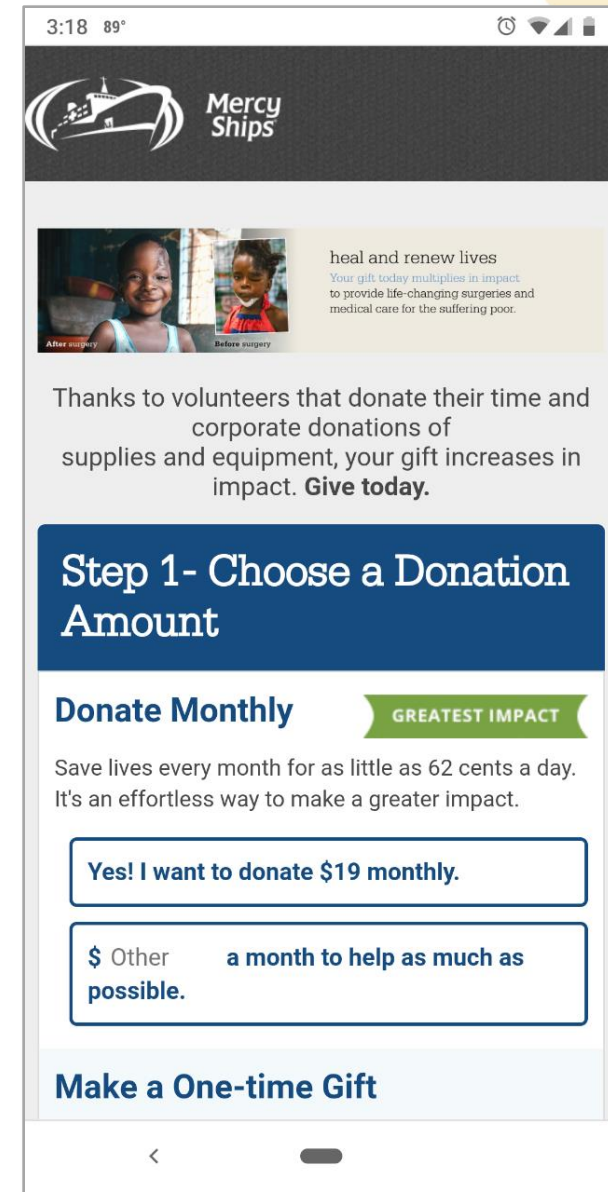


The screenshot shows a mobile app interface for Mercy Ships. At the top, the status bar shows 3:18 and 89°. The app header features the Mercy Ships logo. Below the header, there's a section with two photos of a child, labeled 'After surgery' and 'Before surgery', with the text 'heal and renew lives' and 'Your gift today multiplies in impact to provide life-changing surgeries and medical care for the suffering poor.' Below this, a message says 'Thanks to volunteers that donate their time and corporate donations of supplies and equipment, your gift increases in impact. Give today.' The main section is titled 'Step 1- Choose a Donation Amount'. It has two options: 'Donate Monthly' with a 'GREATEST IMPACT' badge, and 'Make a One-time Gift'. The 'Donate Monthly' option includes the text 'Save lives every month for as little as 62 cents a day. It's an effortless way to make a greater impact.' and two buttons: 'Yes! I want to donate \$19 monthly.' and '\$ Other a month to help as much as possible.' The 'Make a One-time Gift' option is also visible.

## Tip #3: Build an outreach plan for lapsed donors or canceled credit cards

It's a big mistake to not reach out to lapsed donors! There are a multitude of reasons why a recurring gift was cancelled, but it never hurts to ask.

- + Set up automated receipts when donors are nearing the end of their recurring gift
- + Call recurring donors with lapsing gifts to personally ask to renew their gift



The screenshot shows a mobile app interface for Mercy Ships. At the top, the status bar shows 3:18 and 89°. The app header features the Mercy Ships logo. Below the header, there's a section with two photos of children, one labeled 'After surgery' and the other 'Before surgery', with the text 'heal and renew lives' and 'Your gift today multiplies in impact to provide life-changing surgeries and medical care for the suffering poor.' Below this, a message thanks volunteers and corporate donors, stating 'Thanks to volunteers that donate their time and corporate donations of supplies and equipment, your gift increases in impact. Give today.' The main section is titled 'Step 1- Choose a Donation Amount'. It offers two options: 'Donate Monthly' (highlighted with a 'GREATEST IMPACT' badge) and 'Make a One-time Gift'. The 'Donate Monthly' option includes the text 'Save lives every month for as little as 62 cents a day. It's an effortless way to make a greater impact.' and two input fields: 'Yes! I want to donate \$19 monthly.' and '\$ Other a month to help as much as possible.' The 'Make a One-time Gift' option is also visible.

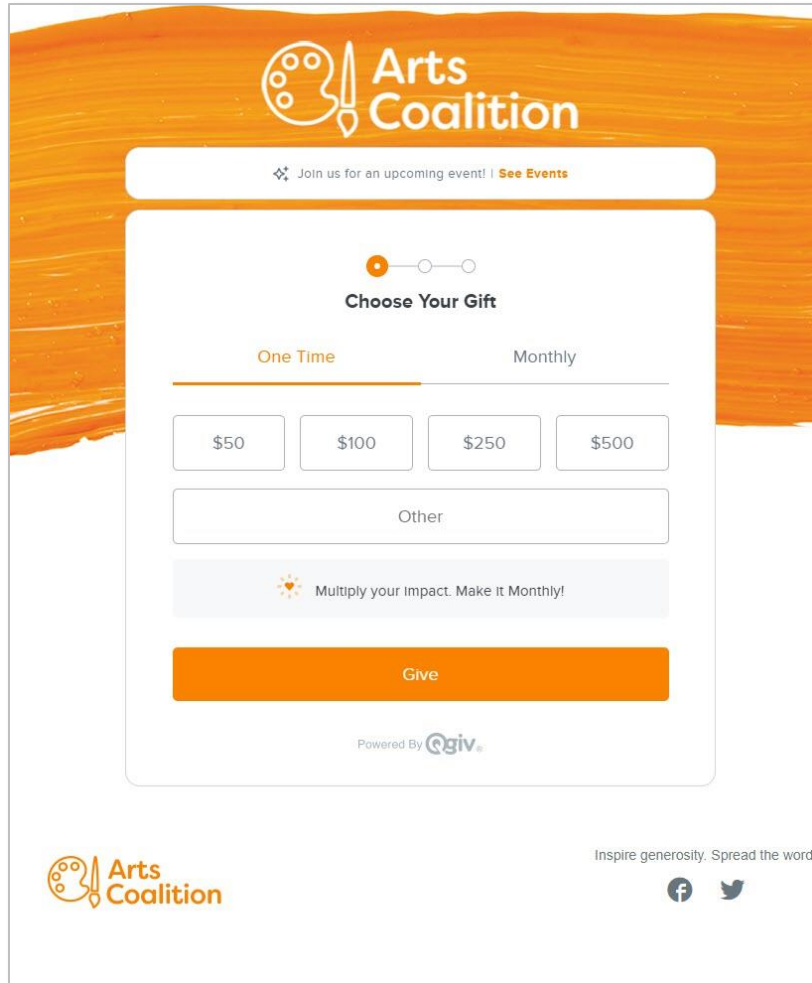


# How to do this with Qgiv

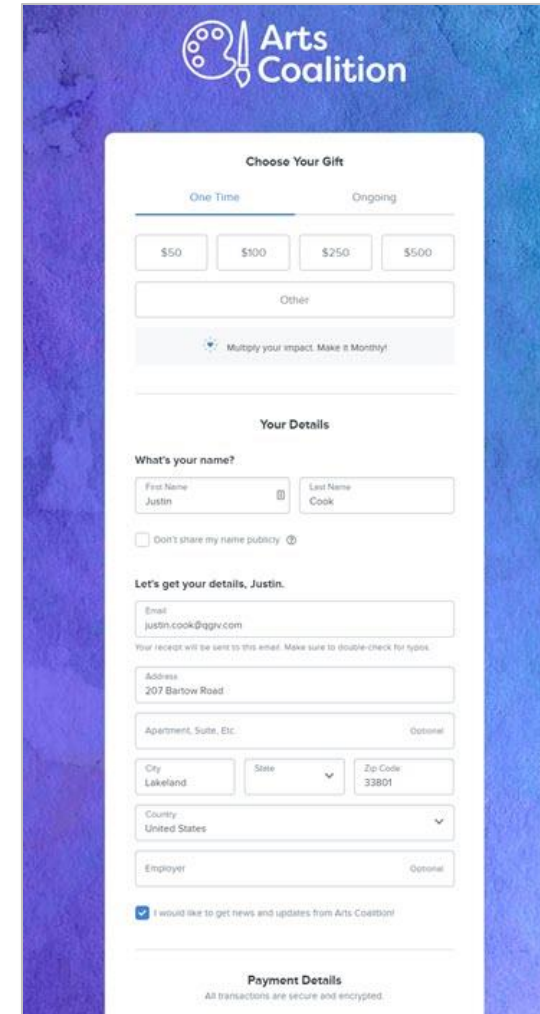
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# Recurring Options available on Multi-Step and Single-Step forms



The Arts Coalition logo is at the top. Below it is a link: "Join us for an upcoming event! | See Events". The main section is titled "Choose Your Gift" with a progress indicator showing the first step is active. There are two tabs: "One Time" (selected) and "Monthly". Under "One Time", there are four buttons for \$50, \$100, \$250, and \$500, followed by an "Other" text input field. Below these is a grey button with a sun icon and the text "Multiply your Impact. Make it Monthly!". At the bottom is a large orange "Give" button. The footer includes the Arts Coalition logo, the text "Inspire generosity. Spread the word.", and social media icons for Facebook and Twitter. It also says "Powered By Qgiv".



The Arts Coalition logo is at the top. The form is titled "Choose Your Gift" and has two tabs: "One Time" and "Ongoing" (selected). Under "Ongoing", there are four buttons for \$50, \$100, \$250, and \$500, followed by an "Other" text input field. Below these is a grey button with a sun icon and the text "Multiply your impact. Make it Monthly!". The next section is "Your Details". It starts with "What's your name?" and has two input fields for "First Name" (Justin) and "Last Name" (Cook). There is a checkbox "Don't share my name publicly" which is unchecked. Then it says "Let's get your details, Justin." and has an "Email" input field (justin.cook@giv.com). Below that is a note: "Your receipt will be sent to this email. Make sure to double-check for typos." Then there is an "Address" input field (207 Barlow Road), an "Apartment, Suite, Etc." input field (Optional), a "City" input field (Lakeland), a "State" dropdown menu, a "Zip Code" input field (33801), a "Country" dropdown menu (United States), and an "Employer" input field (Optional). At the bottom is a checkbox "I would like to get news and updates from Arts Coalition!" which is checked. The footer says "Payment Details" and "All transactions are secure and encrypted."

# Recurring Gift Receipts

Use the receipting tool to create receipts that will knock their socks off

- + Create **special receipts** for recurring donors
- + Add **conditional content** that makes donors feel special
- + Add **photos and links** that show donors their impact
- + **Update these periodically** so they don't get stale


Your generosity feeds families

**Thank you for providing meals to our community's hungry families.**

Dear %Donor%,

Thank you for your gift of %Amount% to Lakeland Food Pantry!

Your gift helps us provide hot meals to families in need. Every dollar you give provides one hot meal to a member of our community. Together, we can give people like Laura and her daughter a warm, safe place to enjoy a meal.



After an accident at work left her on workman's comp, Laura walked in our door on crutches and left with a box of groceries to keep her family fed.

# Retain, Cultivate, and Wow Recurring Donors

Create specialized content that goes exclusively to sustaining donors

- + Pull lists of recurring donors
- + Use a CRM integration or email integration to target loyal donors
- + Mention their ongoing support in future appeals
- + Thank them and send them regular updates





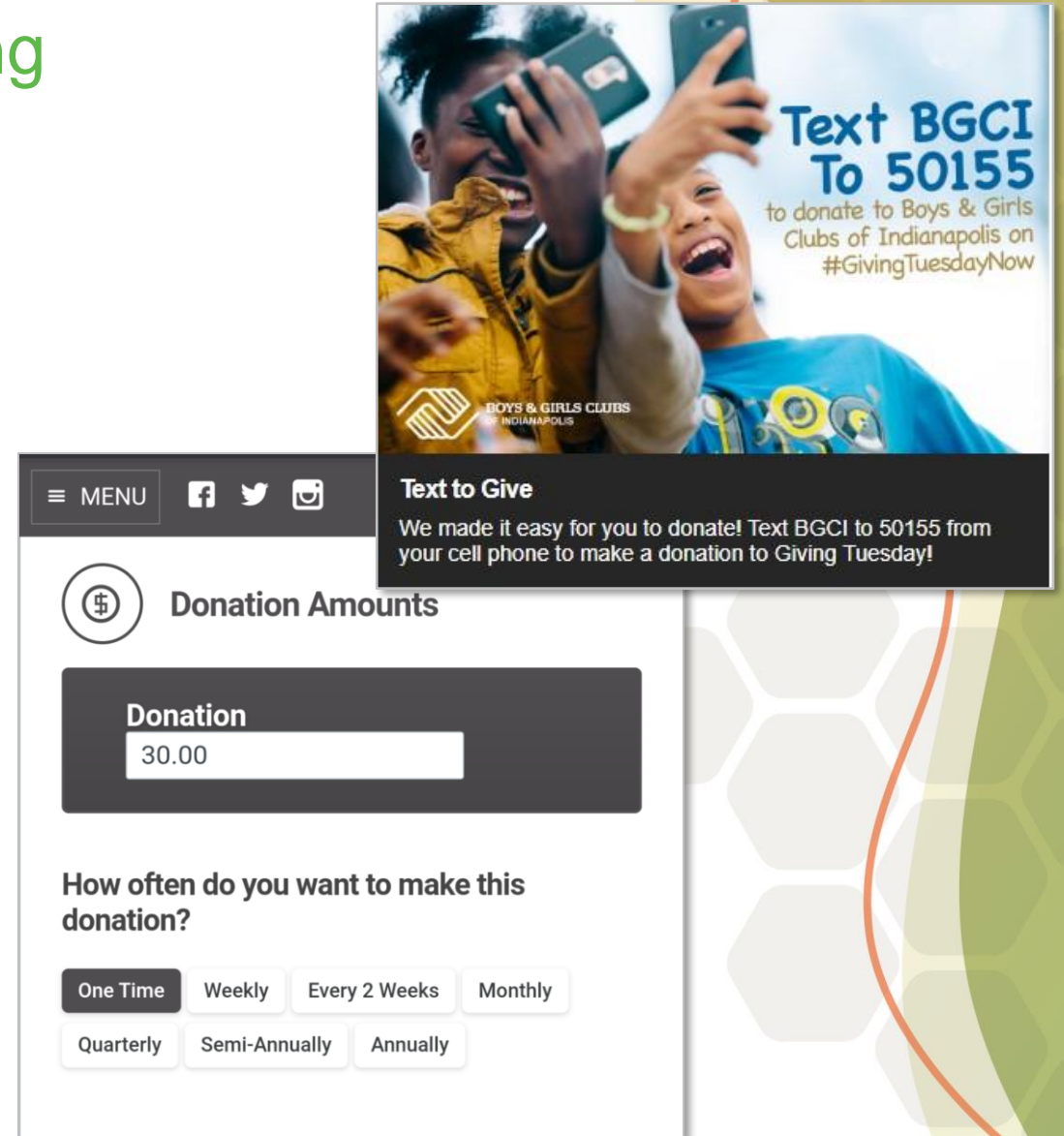
# How to raise even more!

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# Use Recurring Giving in Text Fundraising

It's easy for donors to set up a recurring gift via text!

- + Set your keyword for your donation form
- + Donors text the short code and indicate how much they want to give
- + They land on a shortened version of your donation form that includes your recurring options!



The top part of the image is a promotional flyer for Boys & Girls Clubs of Indianapolis. It features a photo of two young girls smiling and holding up their smartphones. The text on the flyer reads: "Text BGCI To 50155 to donate to Boys & Girls Clubs of Indianapolis on #GivingTuesdayNow". The BGCI logo is also present.

The bottom part of the image is a screenshot of a mobile donation form. At the top, there is a navigation bar with a "MENU" button and social media icons for Facebook, Twitter, and Instagram. Below this, the form is titled "Text to Give" with the text: "We made it easy for you to donate! Text BGCI to 50155 from your cell phone to make a donation to Giving Tuesday!". The form has a section for "Donation Amounts" with a dollar sign icon and a text input field labeled "Donation" containing the value "30.00". Below this, there is a section titled "How often do you want to make this donation?" with several frequency options: "One Time", "Weekly", "Every 2 Weeks", "Monthly", "Quarterly", "Semi-Annually", and "Annually". The "One Time" option is currently selected.



# Enable Recurring Gifts on Your Peer-to-Peer Form

Donors can make recurring gifts during a peer-to-peer event, too! This is a great option for:

- + Racing Events
- + Board campaigns
- + DIY Fundraising events
- + Anything really 😊



## Sponsor a child

A simple donation of \$38 a month helps bring an education to inner city kids of San Francisco.

[SPONSOR NOW](#)



# That Was So Much Info

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Yeah, we know. Here are some takeaways!

# Today's Big Takeaways



- + Recurring donors are 80% more likely to stick around
- + They also give more 5.4x more than one-time donors



- + When building your forms, be sure you enable recurring options (and prompts!)



- + Don't default to recurring!
- + Create specific asks for recurring gifts and reinforce them on your form
- + Then, use reports and integrations to cultivate and retain those donors

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Are you a Qgiv customer? Email [support@qgiv.com](mailto:support@qgiv.com)

Have questions about best practices? Check out [qgiv.com/blog](https://qgiv.com/blog)!



# Questions?

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