



Recurring Giving Solves All Your Problems. Well, Almost All Your Problems.

Presented By: Laura Kruisenga, Kennari Consulting
Wednesday, May 5, 2021 | 2:00 – 3:00 p.m.





We know the value of relationships and are proud to connect you with Kennari Consulting, a member of our partner network.

Powerful Fundraising Technology + Helping Nonprofits Fund Their Future



Raise More, Manage Less

**Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions
Integrations & Data**



*Smart and Strategic
Approaches to Philanthropy*

Today's Speaker



Laura Kruisenga Chief Operating Officer of Kennari Consulting

Laura works with clients to build their annual fundraising programs with a particular focus on events, communications, and staffing. She is regularly featured as a presenter at local workshops and seminars on fundraising. Laura graduated from Adrian College with a degree in business administration and has over 20 years of fund development experience.

Introduction

- ▶ Laura Kruisenga, COO with Kennari Consulting
- ▶ Services in Campaign consulting, Grant writing, Project/Program Development, and Annual Giving consulting
- ▶ Instructor in Fundkit – online learning platform for fundraising professionals



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Recurring giving matters

- ▶ Easy for donors
- ▶ Attractive to younger
- ▶ Donor retention is getting harder
- ▶ Online, recurring donors give more



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Get more Recurring donors

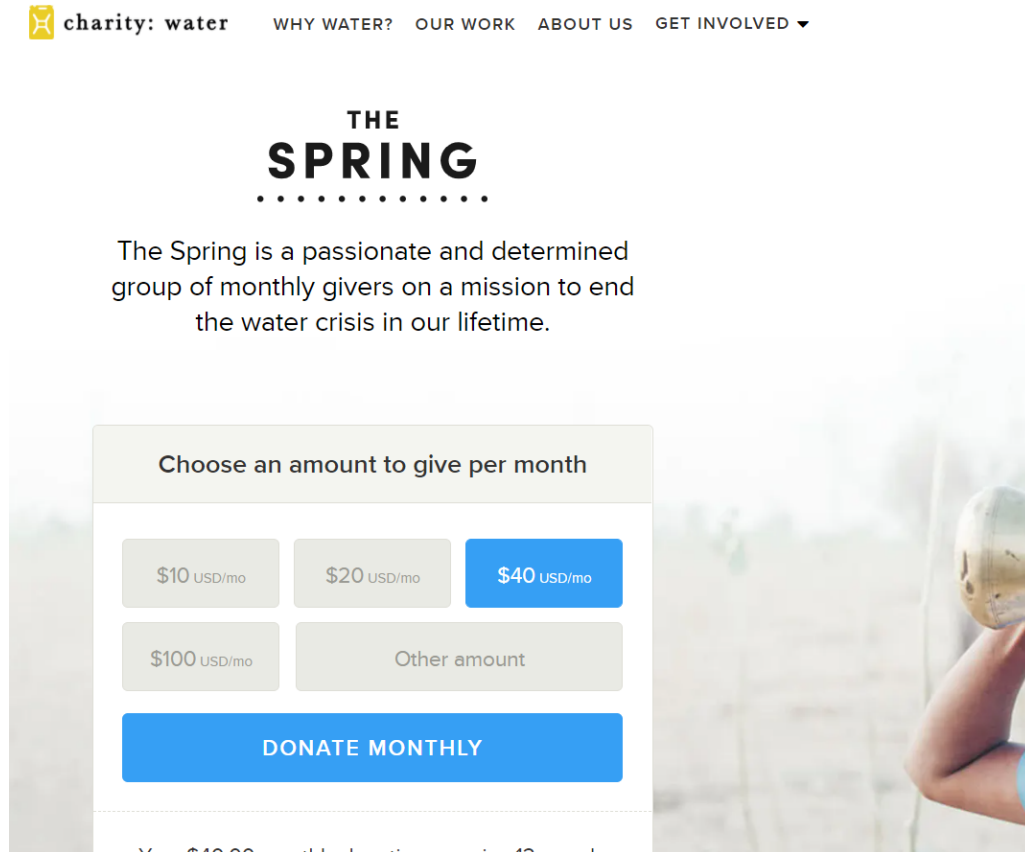
- ▶ Include on hard copy response devices
- ▶ Separate landing page on website
- ▶ Branded monthly giving club
- ▶ Easy and obvious option online



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Branded monthly giving club



▶ Clear and simple

▶ Use images

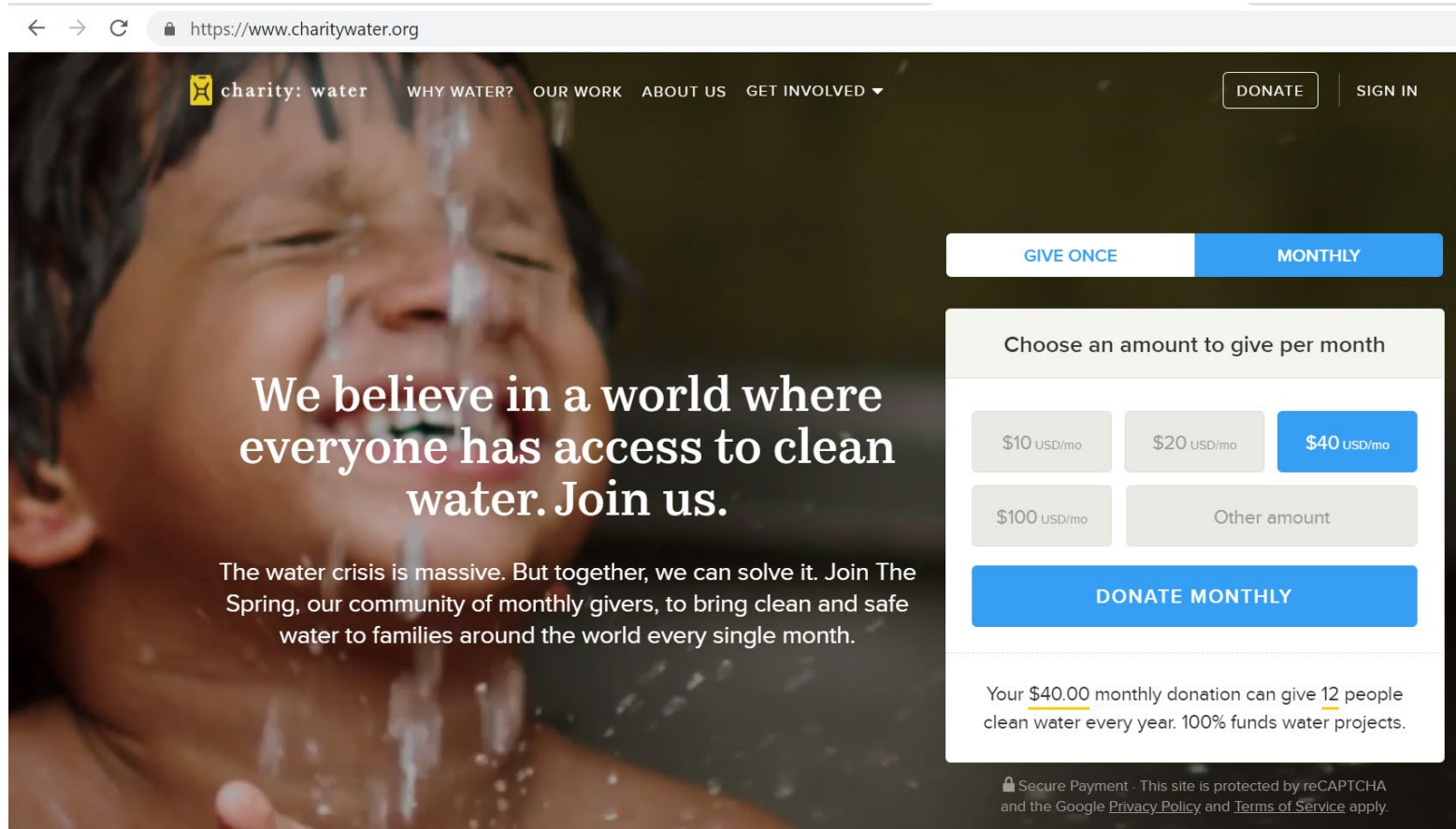
▶ Show the impact



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Branded monthly giving club



The screenshot shows the charity: water website at the URL https://www.charitywater.org. The page features a background image of a young child with water splashing on their face. The navigation menu includes 'charity: water', 'WHY WATER?', 'OUR WORK', 'ABOUT US', and 'GET INVOLVED'. There are 'DONATE' and 'SIGN IN' buttons in the top right. The main content area has the headline 'We believe in a world where everyone has access to clean water. Join us.' and a sub-headline 'The water crisis is massive. But together, we can solve it. Join The Spring, our community of monthly givers, to bring clean and safe water to families around the world every single month.'

The donation form is titled 'Choose an amount to give per month' and offers two options: 'GIVE ONCE' and 'MONTHLY'. Under the 'MONTHLY' option, there are five buttons for different amounts: '\$10 USD/mo', '\$20 USD/mo', '\$40 USD/mo', '\$100 USD/mo', and 'Other amount'. The '\$40 USD/mo' button is highlighted. Below these options is a large blue button labeled 'DONATE MONTHLY'. A note states: 'Your \$40.00 monthly donation can give 12 people clean water every year. 100% funds water projects.'

At the bottom of the form, there is a security notice: 'Secure Payment - This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.'



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Branded monthly giving club

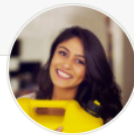
You belong here.

This incredible community is composed of generous, passionate, and determined people—like you—from more than 100 countries around the world. They're world changers and history makers. And you're going to fit right in.



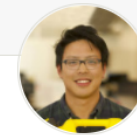
"I used to have monthly subscriptions with several different companies. But then the makeup, tote bags, and international snacks started to accumulate. With The Spring, I can donate that money and see the impact my support makes around the world."

Cindy Agoncillo



"The Spring isn't just a subscription. It's a community of passionate investors. Being part of The Spring makes me hopeful that there will be more children who can dream bigger because they don't have to carry the weight of dirty water."

Krupa Patel



"I'm currently an environmental engineer working on improving New York City's water and wastewater resources. Water is something that is very important to me, and access to clean water is something that we often take for granted."

Larry Ge



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Online giving options

- ▶ Review your tool and decide what to improve
- ▶ Make continued enhancements over time



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Online giving options

Gift Amount

\$500

\$250

\$125

\$40

\$20

Other

Gift Details

Chapter Selection

North Star Magazine

Mailing (Hard copy

\$40 minimum gift)

Comments

optional

Make This a Monthly Gift

Make this a monthly gift



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Online giving options

How often do you want to make this gift?

One Time

Monthly

Quarterly

Annually

To make a continuous gift, choose an interval and leave the "end date" blank. We will acknowledge all recurring gifts with a year-end receipt for tax purposes. You may contact us at any time to change or discontinue your gift.

Personal Information

Company Gift

Title

Select ▼

First Name **REQUIRED**

Last Name **REQUIRED**

Address **REQUIRED**

City **REQUIRED**

State **REQUIRED**

Select a State ▼

Zip **REQUIRED**

Country **REQUIRED**

United States ▼



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Online giving options

Monthly Sustainer

One time Gift

Daysponsor

Current Monthly Sustainer Payment Updates

Please fill out form. Your new information will override the old.

Monthly Sustainer

Monthly - Until Further Notice

Contribution Amount

\$10/month

\$25/month

Other

\$40/month

\$50/month

\$ 10.00

\$75/month

\$100/month

Total Donation Amount

\$ 10.00 /month



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Manage the back end

- ▶ “Recurring Gift” type on gift record
- ▶ Watch for expiring cards
- ▶ Get in touch on failed transactions



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Manage growth

- ▶ SEGMENT in ALL solicitations
- ▶ Ask donors to increase – set a certain time of year
- ▶ Remove barriers for increasing
- ▶ Promote monthly giving at events



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Promote monthly giving

- ▶ Identify all the opportunities you have
- ▶ Create a schedule/plan and stick to it



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General Promotion



Community Food Club

January 25 at 10:24 AM · 🌐



Did you know that bananas are the most popular item at the Food Club? Each day, our produce vendor delivers 240 pounds of bananas (sometimes more!), along with the other fresh fruits and veggies.

Every month, the Food Club spends around \$10,000 just on produce to fill our coolers! This is where The Bunch comes in. The Community Food Club's monthly giving group. In 2020 we were able to grow our Bunch enough to fully cover the cost of and a half of produce! Wow!

Help us continue to achieve our goal of funding our produce by becoming a monthly donor! You can join by clicking here www.communityfoodclubgr.org/donate



charity: water

January 31 at 4:31 PM · 🌐



Our monthly giving community, The Spring, is funding clean water for more than 45,000 people every single month—that's about 1,400 people each day! We're so inspired by your resolve to bring clean and safe water to every person on the planet. <https://cwtr.org/2AojpWs>



We're kicking off our 2021 Annual Fund, and we need your renewed support! We are hopeful for a brighter year, but we're still facing many of the problems 2020 brought.

Many of our neighbors here in West Michigan and the Upper Peninsula need your help. You can **start the new year with a commitment to fight hunger all year long**. Just think:

- **A monthly gift of just \$15** means a nutritious meal every day for two seniors
- **A monthly gift of just \$25** provides 3 meals a day for a child for a whole year
- **A monthly gift of \$30** provides a meal a day for a family of four for a whole year

Renew Now



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Feature monthly donors

- ▶ Website landing page
- ▶ Facebook/Instagram
- ▶ eNewsletter
- ▶ Hard copy newsletter
- ▶ Pop up signs for on-site events



the Bunch 

When running a non-profit grocery store that specializes in making healthy food affordable, you'll find that it costs more money than expected to purchase fresh produce daily (around \$10,000 per month!).

The Food Club is extremely proud of our produce department and we hardly ever leave a conversation without mentioning that 51.1% of everything that exits our store is a fresh fruit or veggie! So how do we fill our produce coolers with bananas, apples, lemons, potatoes, onions, and more everyday? That's where The Bunch comes in.

Leslie and Chad V. have been members of the Food Club's monthly giving group, The Bunch for a few months now. Recently, Leslie expressed to me why her and Chad decided to become monthly donors. "We donate because we believe in Community Food Club's mission to bring healthy food to the community in a collaborative way. It gives members a feeling of ownership and of working together to build something great. Is there a better way to improve community awareness and to bring a community together? We believe that when people are invested in community health and growth, it betters the overall sustainability of said community. Affordable healthy food is integral to a strong body and strong community."

As we continued the conversation, I asked Leslie why she saw a benefit to donating monthly, rather than a one time gift. "We wanted to be a monthly donor because food security and a healthy community requires a commitment, it's not something you can stop by once and hope it goes well. Being a monthly donor allows us to invest fully in this aspect of growing and encouraging health and wellness within the neighborhood. Being that the need for affordable healthy food is a constant, we feel that is requires a constant investment."

We were so excited to introduce The Bunch in April of 2020 and are grateful to report that The Bunch is now made up with enough monthly donors to pay for one and a half months of Food Club produce! Wow. Our goal for 2021? Double that! Help us reach three months of a fully funded produce department by becoming a monthly donor.

Join Chad & Leslie in The Bunch by visiting www.communityfoodclubgr.org/donate or by emailing sydney.watson@communityfoodclubgr.org

FOOD CLUB TRIVIA  If you guessed bananas, you'd be correct! 
In just one month, we can go through more than 5,700 pounds of JUST bananas!
For reference, that's the weight of about 57 chimpanzees!



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First time donor thank you

- ▶ Consider a specific letter for first time donors
- ▶ Thank them for joining as a donor (at \$XX amt)
- ▶ Share a brief story of impact
- ▶ Add a P.S. promoting the monthly giving club



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Ask to Increase

EXAMPLES OF SEGMENTS

- ▶ Monthly donors at the major gift level
- ▶ Monthly donors at a certain dollar level and above
- ▶ Monthly donors for a certain length of time
- ▶ Monthly donors at the same level for 2+ years
- ▶ New monthly donors



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Thanking - Welcome letter

- ▶ Thank them for joining the monthly giving club (at \$XX amt)
- ▶ Share a brief story of impact
- ▶ Share how it works
 - ▶ Your gift will go on until you say stop
 - ▶ We will send an annual giving receipt
 - ▶ You can change your amount at any time
 - ▶ Provide contact information for questions
- ▶ Thank them again!



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Thanking – Impact of giving

- ▶ Total Budget – divide by number of program participants
- ▶ Identify a specific program cost
- ▶ Pick a budget line item that totals close to collective monthly giving total



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Thanking – Surprise them!

- ▶ Send a sticker or decal
- ▶ Personal, handwritten thank you note
- ▶ Email a fun picture of program participants
- ▶ Put a note or special gift at their table for events/gatherings
- ▶ Have a VIP area at events and programs



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Available Resources

- ▶ List of communication ideas
- ▶ Sample remittance envelope with monthly giving option
- ▶ Sample Thank You postcard

Email laura@kennariconsulting.com to request resources



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Learn More

Use coupon code "**QgivMonthly**" for a free series in Fundkit!

Series options include:

Major Gift Programs, Monthly Giving, Donor Database Management, and Fundraising for Executive Directors



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Questions/Discussion

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Use coupon code “QgivMonthly” for a free series at getfundkit.com



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Questions?



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.



Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

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