

# How to Retain Your Donors During Year-End Fundraising



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



## FUNDRAISING TECH

# Made for you



### Designed with you in mind

Designed for fundraisers by fundraisers through customer-led development input



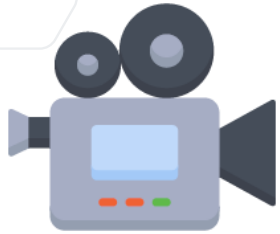
### Time saving data tools

Save time, attract and retain donors, and raise more money with all of your fundraising data in one place



### Powerful integrations

Easily integrate with your third-party CRM, email provider, and accounting software



+ **We're recording this webinar!** We'll send you a copy after the webinar is complete.



+ **Feel free to ask questions!** Use the Q&A option to ask questions and the chat option for general discussion: we'll answer all questions in a Q&A portion at the end of the presentation.



+ Share your highlights and takeaways with the **#qgivwebinar** hashtag, and make sure you follow **@Qgiv!**

# Meet the Speaker



## Justin Cook, Product Marketing Manager

- + With Qgiv for 4 years and a marketing professional for 7!
- + Digital marketing and optimizing the user journey are my areas of expertise.
- + I have 3 animals: 1 dog and 2 cats.



# Why Focus on Recurring Giving?



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# #1: Recurring Donors Give More

- + Recurring donors give more
- + Recurring donors have a higher lifetime value
- + Recurring donors have a higher ROI
  - The acquisition cost of recurring donors is lower than one-time donors, and they give more during a year.
  - Acquiring one recurring donor is more cost-effective than acquiring a one-time donor.

42%

Recurring donors give more money than one-time donors in a year

5.4x

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

\$31

Average monthly recurring donation (that's \$372 per year!)





## #2: Recurring Donors Stay Longer

Recurring donors give to your organization often, so it's important for them to stay up-to-date with news and updates from your organization.

Encourage donors to stay involved with updates on the great work your organization is doing.

2x

Recurring donors are two times more likely to support a nonprofit beyond one year

90%

Average retention rate for monthly donors after one year

10-14%

Of recurring donors register for events and participate in peer-to-peer fundraisers





## #3: Donors Prefer Recurring Giving

Donors prefer recurring giving because it more convenient for donors than a one-time gift.

A large, one-time donation places more burden on donors. Break up that large donation into smaller gifts to make it easier for donors to initiate a gift.

61.5%

of donors choose to give monthly when it's offered

\$25

is more attainable to donors than giving \$300 one time

Small Gifts

Small gifts give donors more happiness than a large, one-time donation







+

# What Are We Covering Today?

We'll take a look at how to increase recurring gifts, how to encourage donors to upgrade their one-time gift, and past year-end giving campaigns and show you how to:

- + Build awareness of recurring giving options.
- + Optimize donation pages and donation forms.
- + Build loyalty and inspire advocacy.



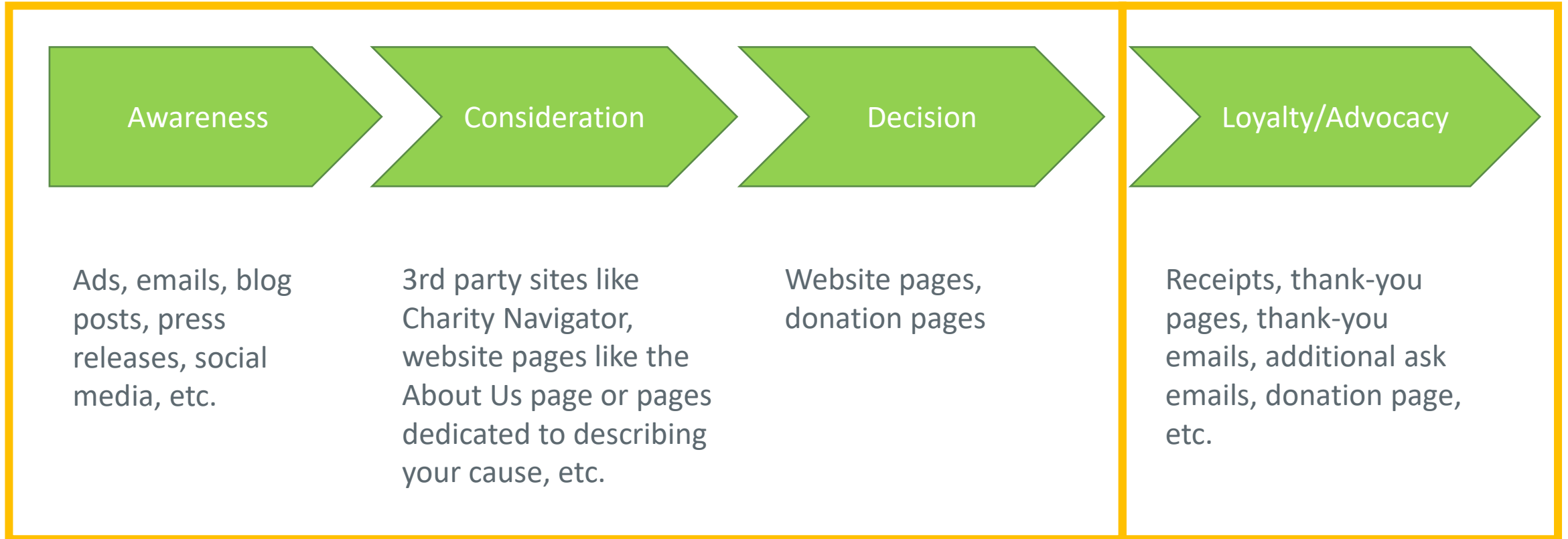
+



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# The Donor Journey



# Add Recurring Giving to Donation Pages and Forms



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions

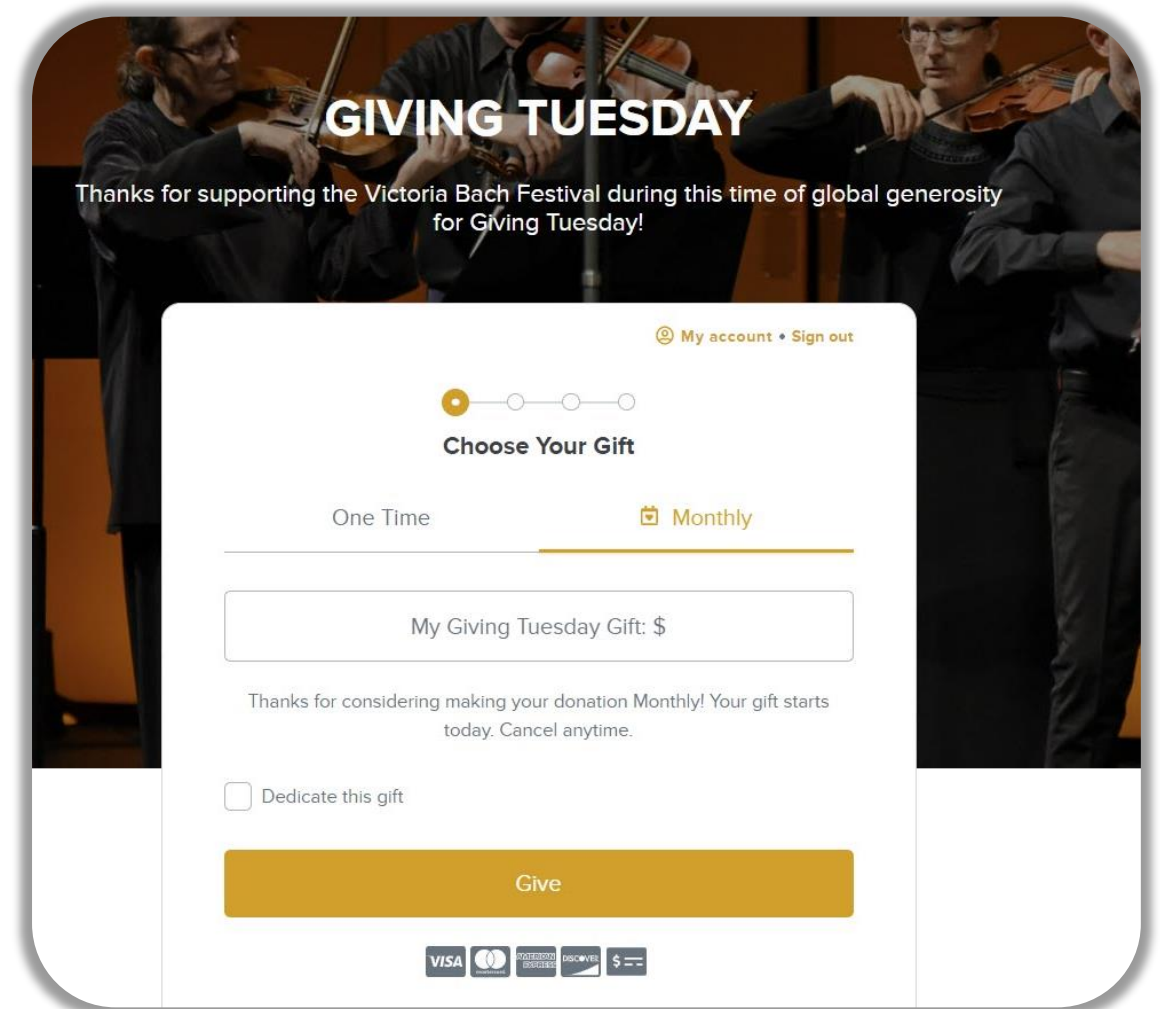


# Add Recurring Gifts to Donation Forms

Add recurring gifts to your donation forms so donors have an easy way to make a recurring gift.

Eliminate donor friction by:

- + Adding multiple recurring giving options including custom and pre-set giving plans
- + Providing multiple giving frequencies
- + Allowing donors to set start and end dates





# Use Subtle Reminders on Your Donation Forms

Encourage donors to upgrade their one-time gift to a recurring gift on your donation forms with subtle reminders.

Recurring upgrade features:

- + Highlight recurring options on your donation form
- + Use callouts to encourage upgrades
- + Use prompts as a final ask

The screenshot shows a donation form for GivingTuesday. The header is blue with the text "Turn #GivingTuesday Into #GivingTECHday" and a lightbulb icon. Below the header is a "Choose Your Gift" section with tabs for "One Time" and "Ongoing". The "One Time" tab is selected. There are four buttons for "\$50", "\$100", "\$250", and "\$500", and an "Other" input field. Below these is a callout box that says "Multiply your impact. Make it Monthly!". At the bottom of the form, there are two checkboxes: "Dedicate this gift" and "Add a little extra to help with fees". To the right of the form is a "Double Your Impact!" section with text about a matching grant. Below that is a progress bar showing 0% to 100% and a total amount of "\$7,892.80".



# Show Recurring Gift Options on Donation Pages

There are a multitude of design elements you can use on your donation page to encourage donors to make a recurring gift.

- + Create a banner image
- + Add an impact statement for recurring gifts
- + Eliminate distractions and choices



## Minds Matter Seattle needs your help!

Minds Matter Seattle is 100% volunteer-run. Virtually all of our donated funds go directly towards supporting our students. Your donation today will give an accomplished student the opportunity to study at a prestigious university this summer or pay for college application fees. This season, we need your help to give our students opportunities to achieve their dreams!

## Our Mission

Minds Matter connects driven and determined students from low-income families with the people, preparation and possibilities to succeed in college, create their future and change the world. Click here to learn more about our mission or get involved.

## Minds Matter Seattle's Giving Tuesday Fundraising Goal



Ready to change a student's life today?

[Donate Now](#)





# Donation Page Example

- + Recurring gifts added
- + Subtle callouts and reminders added to their donation form
- + Matching gifts included at the top of the page.
- + Thermometer to show off fundraising progress
- + Social widgets used so donors can see social posts and visit the org's social pages

**Choose Your Gift** [Sign in](#)

One Time  Ongoing

\$50 \$100 \$250 \$500

Other

Multiply your impact. Make it Monthly!

Dedicate this gift

Add a little extra to help with fees ⓘ

**Your Details**  
Have an account? [Sign In](#) to speed things up!

**What's your name?**

I'm an individual  I'm a company

First Name Last Name

Don't share my name publicly ⓘ

**Let's get your details.**

Email

Your receipt will be sent to this email. Make sure to double-check for typos.

**Double Your Impact!**  
The first \$1,500 given on #GivingTechday will be matched - \$1 for \$1 - by Stephen Ewell, CTA Foundation Executive Director, and Joelyn Gray, CTA Foundation Board Member.

0% 20% 40% 60% 80% 100%

**\$7,892.80**  
achieved

**\$5,000.00**  
goal

**Like Us on Facebook**

**Consumer Technology Ass...**  
218 followers

**FOUNDATION** **10** **ANNIVERSARY** IN **TECHNOLOGY**  
A DECADE OF IMPROVING LIVES WITH TECHNOLOGY

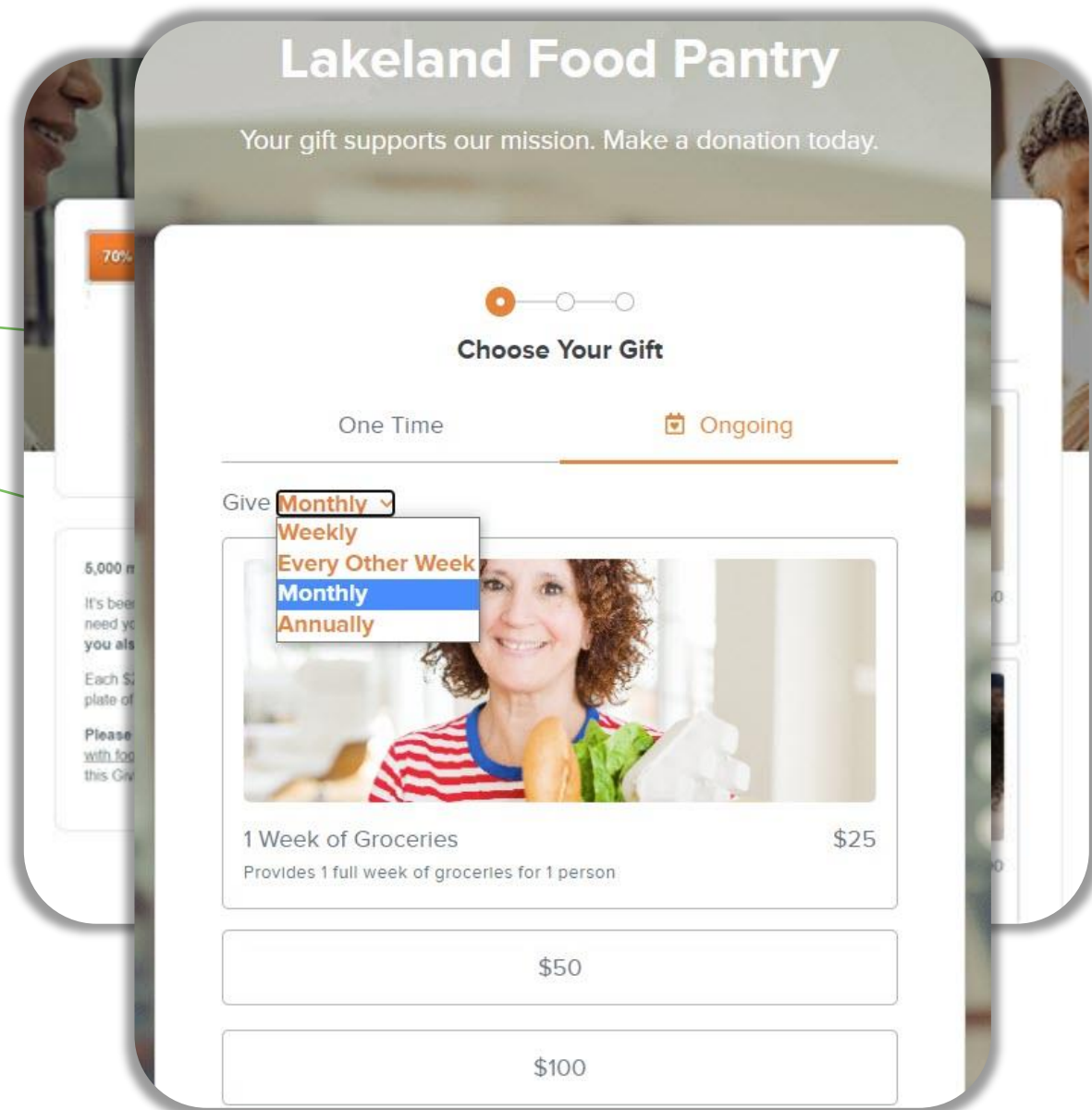
[Follow Page](#) [Share](#)

**Consumer Technology Association Foundation**  
3 hours ago

Thank you to Vispero, @MITRE, & Accessible Community for sharing their @A11yEscapeRoom experience with @CTA staff this week! Great opportunity to learn the importance of accessible tech!

# Add Recurring Giving with Qgiv's Donation Forms

- + Recurring tab
- + Subtle reminder to upgrade
- + Recurring prompt
- + Images and text on donation amounts
- + Giving plans
- + Start and end dates
- + Custom donations pages
- + Single-step forms
- + Multiple giving frequencies





# How to Build Awareness of Recurring Giving Options



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# Send Dedicated Appeals

Craft specific messaging in email, social media, direct mail, and other appeals to encourage donors to make a recurring gift.

1. Mention recurring as an option in year-end giving and Giving Tuesday appeals
2. Send dedicated appeals asking for recurring gifts
3. Create “giving plans” with impact statements

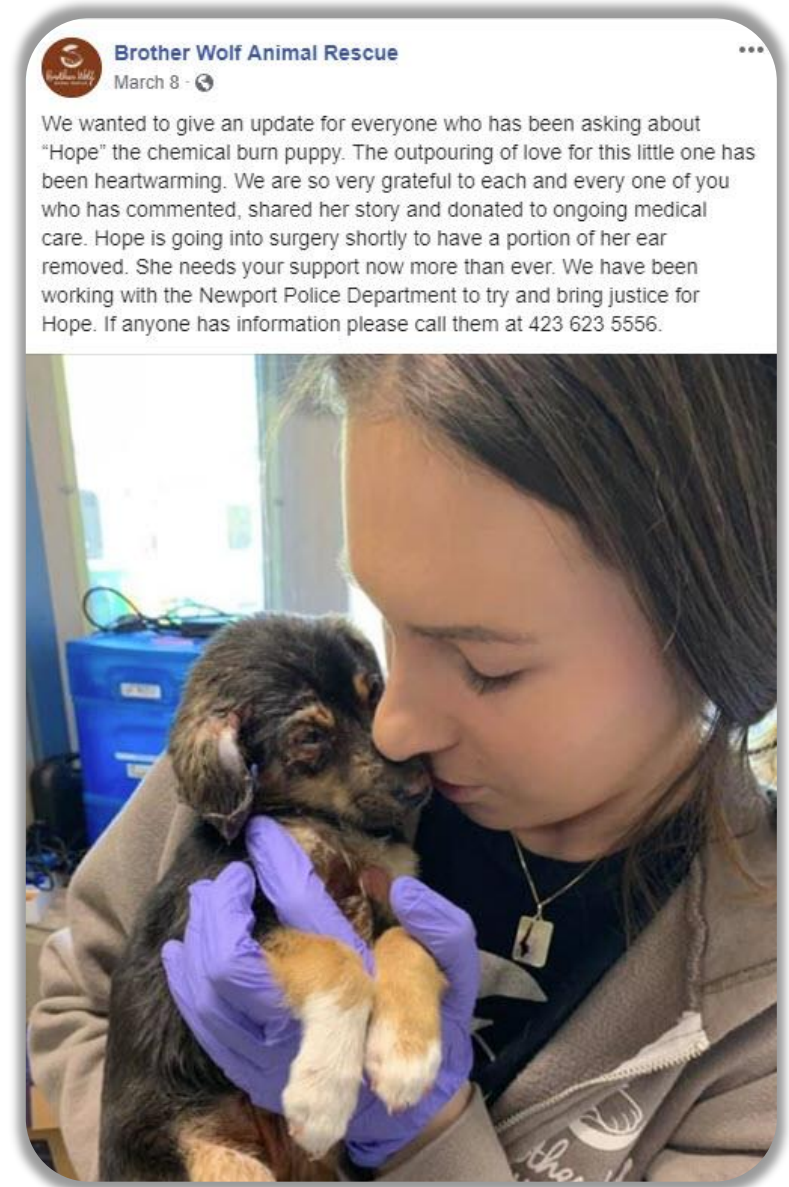




# Show Donors the Impact of a Recurring Gift

Explaining the impact of a recurring gift increases the likelihood that donors will choose to give a recurring gift to your organization.

- + Use text to describe how donors will make a greater impact
- + Use images and videos to show the impact
- + Explain to donors what can be accomplished with a recurring gift





# Offer Incentives for to Recurring Donors

Encourage donors to make a recurring by making them feel special! Since these donors will be giving on a frequent basis, it's best to:

- + Segment your communications to recurring donors
- + Use special language in appeals
- + Create an exclusive group
- + Offer extra incentives

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!**

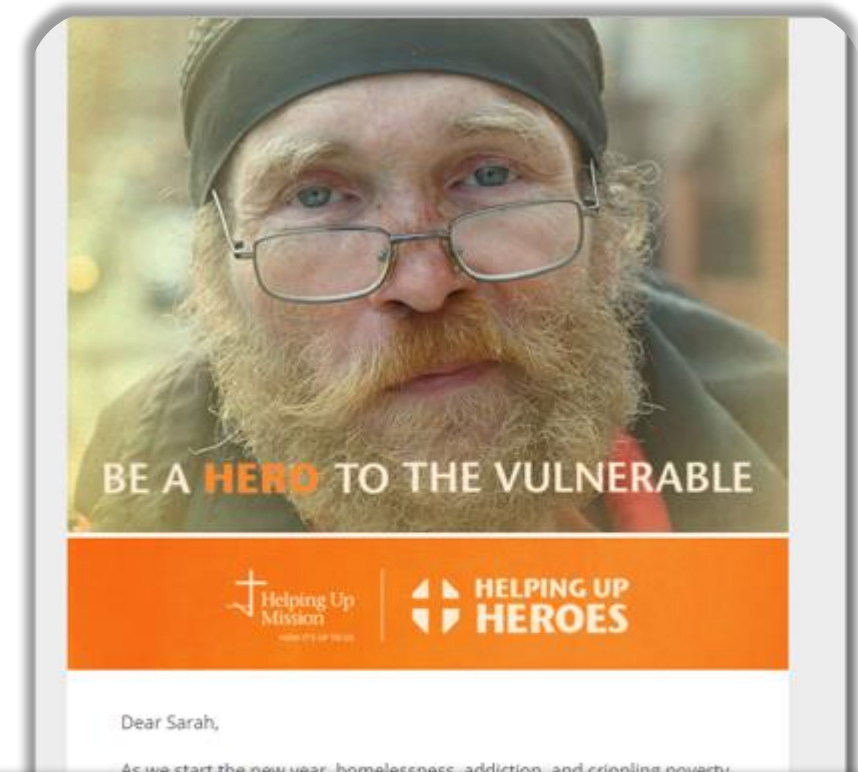




# Recurring Donation Appeal Example

Helping Up Heroes by Helping Up Mission

- + Impactful statement and image
- + Breakdown of the impact for each monthly donation amount
- + Created an exclusive group, “Helping Up Heroes”
- + Special language in appeal CTA: “I want to be a hero”



**\$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**



# + Build Awareness for Recurring Giving with Qgiv

Create specialized content that goes exclusively to different donors.

- + **Pull lists** of new and recurring donors.
- + Use a **CRM integration or email integration** to target donors.
- + **Mention how their support** has impacted your organization in future appeals.
- + **Thank them** and send them regular updates.



**Thank you, Todd!**

Your gift of **\$100** will make a difference.

---

 **Your Receipt**

A copy will be emailed shortly.

---

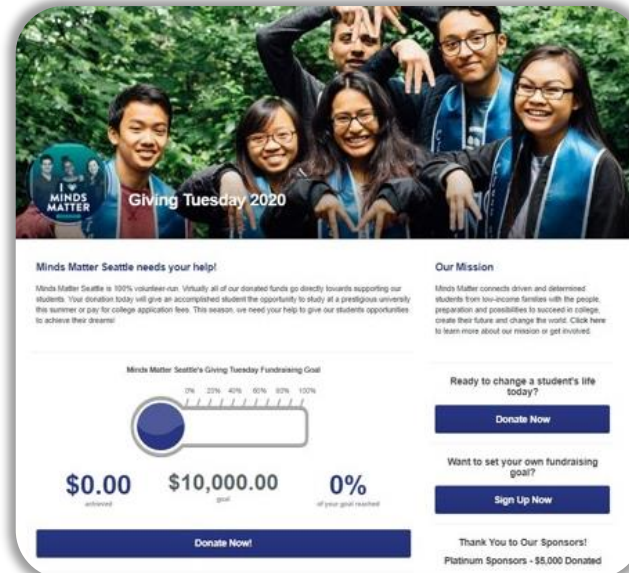
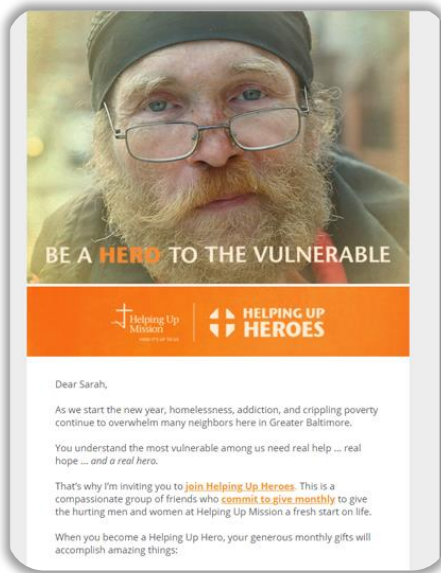
# Build Loyalty and Inspire Advocacy



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# The Donor Journey





# During Your Year-End Campaign



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



+

# Donation Confirmation Page

Create a confirmation page that continues your story and thanks your donor!

- + Set up a specific thank-you page for your year-end campaign with your impact statement.
- + Add a personalized video.
- + Let them know to expect a thank-you email.
- + Add social sharing so donors can easily share their donation (and your mission!).
- + Include a donation verification and your nonprofits' tax information.



Because of *you*, we're able to collect donated produce from local farmers and distribute healthy, nutritious food and fresh produce to families in need. Last month, you made it possible to deliver enough food to make **173 healthy meals** for a family of four!



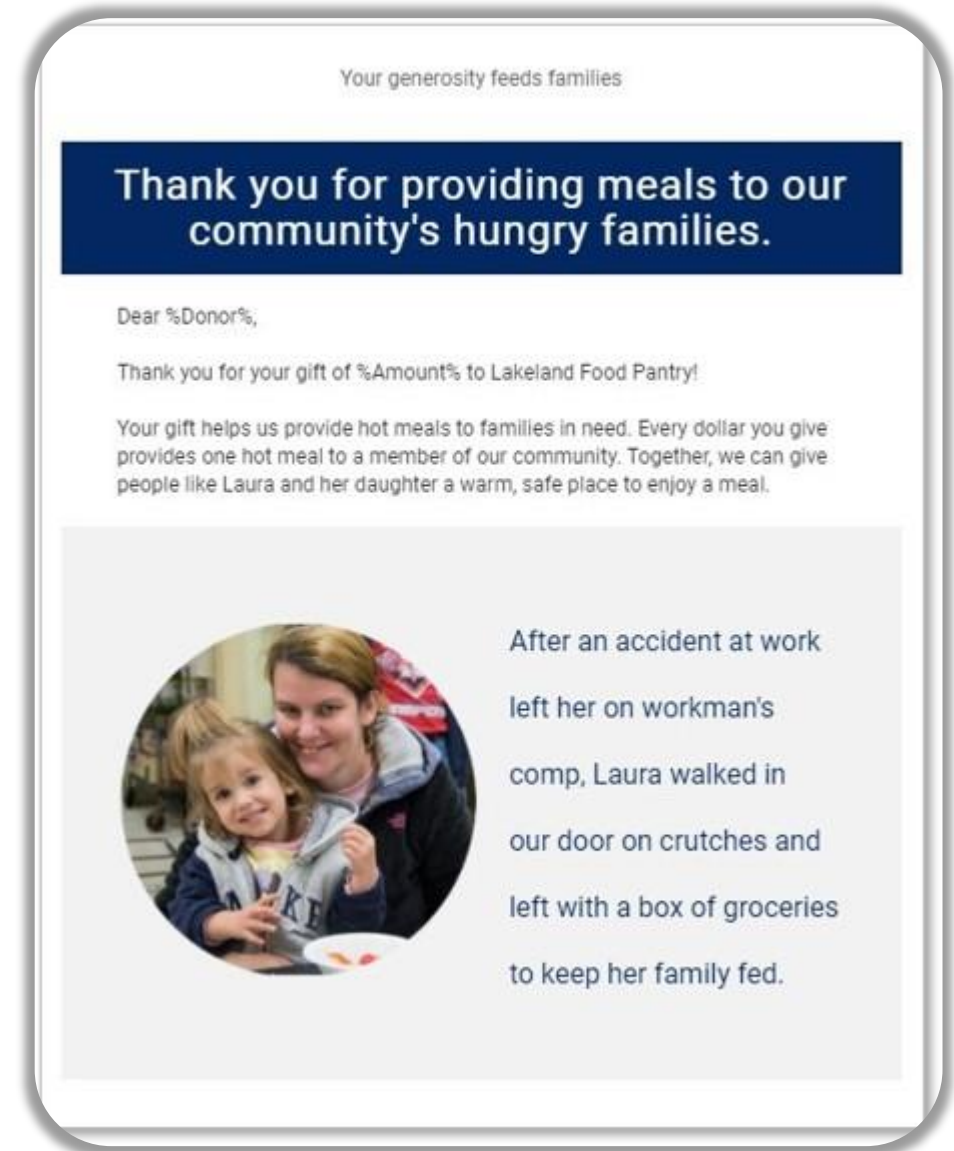


+

# Donation Receipts

Create specific year-end receipts with special language for donors!

- + Make it personal with a personalized salutation.
- + Include a sincere thank-you message.
- + Be sure to personalize thank you's for one-time and recurring donors.
- + Include an impact statement and video (if you have one).
- + Tell donors how to stay involved.



# Other Ways to Thank Donors

Follow up with additional thank-you messages.

- + Post a quick update on your year-end campaign through social media. Include a picture or video, and link back to your form.
- + Give donors a quick call to show your appreciation.
- + Send a text message.
- + Mail donors a handwritten note or a thank-you gift.





# Custom 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 periodically** so they don't get stale.



**Thank you, Todd!**

Your gift of **\$100** will make a difference.

 **Your Receipt**

A copy will be emailed shortly.

# After Your Year-End Campaign



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# Update Donors on Your Campaign Progress

Provide an update to donors after your year-end campaign ends. Let donors know how much you raised, if you met your goal, and how the funds will be used.

- + Utilize emails, letters, phone calls, text message, and social media.
- + Provide ways for donors to stay involved.
- + Segment communications to different types of donors when possible.



"When we came to the ship for the first time, I was just thanking God over and over. There is no gift greater than good health."

—Benessa's mother.

Thank you again for making a difference. The prayers and support of caring friends like you truly turn lives around.

We look forward to your continued support. If you'd like to do more, we offer many ways for you to help by [supporting a crew member](#), [shopping our catalog](#), or even [leaving a legacy](#).

**Many employers sponsor matching gift programs** and will match any charitable contributions or volunteer hours made by their employees. Click [here](#) to find out if your company has a matching gift policy.

Following the model of Jesus,

Don Stephens  
Founder

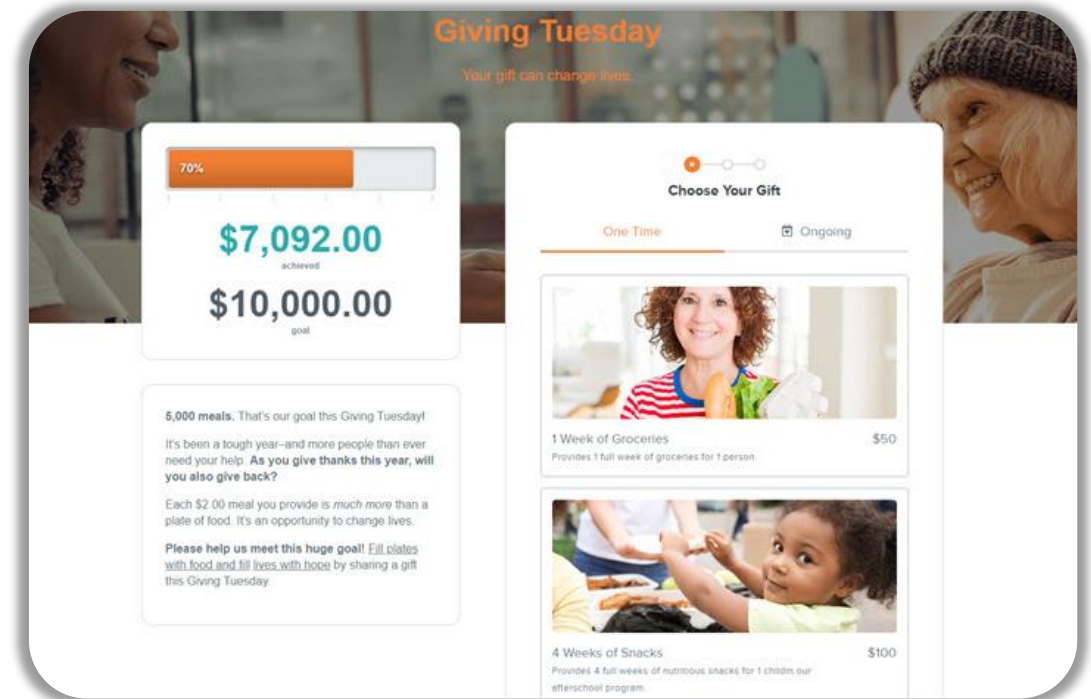


+

# Send Recurring Donors Updates

Keep recurring donors updated on how their donation is making an impact by segmenting your communication.

- + 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.
- + Build an outreach plan for lapsed donors or canceled credit cards.



47%

Of nonprofits never attempt to retain a recurring donor after a credit card was canceled!





# How to Raise Even More



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions



# Use 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!





+

# Use Peer-to-Peer Fundraising

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

- + Giving Tuesday campaigns
- + Racing events
- + Board campaigns
- + DIY Fundraising events
- + Anything really 😊

The screenshot shows a fundraising campaign page for Beacon of Life. The header features a pink and purple geometric background with the text "BEACON OF LIFE" in a circular logo and "BOARD APPEAL" in a large yellow banner. Below the banner, it says "Beacon of Life Board Appeal 2020" and "July 1, 2020 - August 31, 2020".

The main content area is divided into three sections:

- Event Leaderboard:** A list of six donors with their profile pictures and the amount they raised. A "View Full Leaderboard" button is at the bottom.
- About Us:** A text block describing Beacon of Life's mission and services.
- Progress Tracker:** A vertical bar chart showing the progress towards a goal. The goal is \$11,000.00, and \$16,238.88 has been achieved, which is 147% of the goal. A "Donate Now" button is at the bottom.

Donor	Amount Raised
[Profile Picture]	\$5,245.20 raised
[Profile Picture]	\$2,046.00 raised
[Profile Picture]	\$1,493.00 raised
[Profile Picture]	\$1,216.00 raised
[Profile Picture]	\$1,214.40 raised

**About Us**

For almost 40 years, Beacon of Life has been a guiding light for women in our community experiencing homelessness due to trauma, substance abuse, domestic violence and incarceration. Our program isn't just about finding a job or having a place to live — it's about repairing broken relationships, building new ones, creating boundaries and strengthening the mind, body and spirit.

Beacon of Life, a 501(c)3 nonprofit, is the only shelter in Central Iowa that provides transitional housing with supportive services in a structured environment exclusive to single women. Thanks to the generosity of our donors, our safe and secure facility is fully equipped with a pantry, kitchen, laundry room, activity room and around-the-clock staff for 34 women.

Every year, our amazing Board of Directors participates in a fundraising effort called the Board Appeal. You can help us reach our \$11,000 funding goal by donating on behalf of one of our Directors. Any amount helps but here's a few suggestions:

**\$16,238.88** achieved  
**\$11,000.00** goal  
**147%** of your goal reached

[Donate Now](#)



# What Next?



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions

# Giving Essentials

\$25/MO OR \$60/QTR Save \$15

- + Integrations & Reporting
- + Offline Donations & Registrations
- + Fundraising Hub Aggregated Thermometers
- + Donation Forms
- + Event Registration & Management
- + World-Class Customer Experience

## ✓ PROCESSING FEE:

- 3.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

## ✓ ECHECK FEE:

- 1.95% (Qgiv + Merchant)
- \$0.95 per transaction

## + Text Fundraising

\$159/MO OR \$387/QTR Save \$90

### ✓ PROCESSING FEE:

- 3.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

### ✓ ECHECK FEE:

- 1.95% (Qgiv + Merchant)
- \$0.95 per transaction

## + Peer-to-Peer

\$259/MO OR \$687/QTR Save \$90

### ✓ PROCESSING FEE:

- 4.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

### ✓ ECHECK FEE:

- 2.95% (Qgiv + Merchant)
- \$0.95 per transaction

## + Auctions

\$259/MO OR \$687/QTR Save \$90

### ✓ PROCESSING FEE:

- 3.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

### ✓ ECHECK FEE:

- 1.95% (Qgiv + Merchant)
- \$0.95 per transaction

## Just starting out?

Get your feet wet with online fundraising!

## Starter

(Best for organizations processing less than \$50,000 annually)

\$0/MO

- + Donation Forms
- + Event Registration & Management
- + World-Class Customer Experience

### ✓ PROCESSING FEE:

- 3.95% (Qgiv + Merchant)
- \$0.30 per transaction
- Add 1% for American Express

### ✓ ECHECK FEE:

- 1.95% (Qgiv + Merchant)
- \$0.95 per transaction



# Have Questions?

Are you a Qgiv customer?

Email us at  
[support@qgiv.com](mailto:support@qgiv.com)

Interested in using Qgiv?

Request a demo through  
[qgiv.com/demo-request](http://qgiv.com/demo-request)

Have questions about

best practices?

Visit [qgiv.com/blog](http://qgiv.com/blog)



# Questions?



Donation Forms | Event Registration  
Text Fundraising | Peer-to-Peer | Auctions