

onecause® | WEBINAR



# Why Netflix is Stealing Your Donors

*Strategies for Building a Recurring Donor Program*

Wednesday, March 29, 2023

**Nicholas Kristock**

Founder/CEO KindKatch  
and Fleece & Thank You



**Raise** #FEARLESSSERIES

# BEYOND THE WEBINAR

- Engage With Us
  - Q & A and Chat (defaults to host/panelists)
  - Share with friends on social
- Continuing Education Credit



- Webinar Wrap-up
  - Webinar on-demand: [onecause.com](https://onecause.com)
  - Wrap-up email with Webinar recording
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Learn more about the ALL NEW OneCause Fundraising Platform

# HOSTS



**Dawn Lynn Lego (she/her)**

Director, Brand Engagement &  
Channel Marketing  
OneCause



**Nicholas Kristock (he/him)**

Founder/CEO  
KindKatch and  
Fleece & Thank You

# Into the Mind of a Recurring Donor

The proven ability to read recurring donors' minds...or just understand them better.

**Session led by Nicholas Kristock**

**N**  
**NETFLIX**

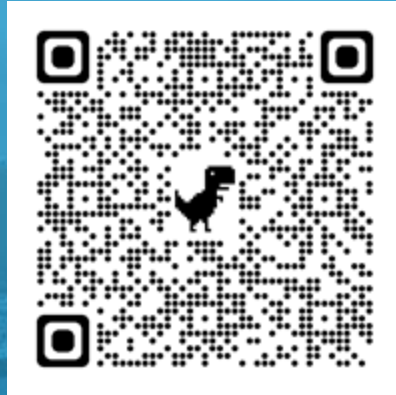
**Why Netflix Is Stealing Your Donors**

# Into the Mind of a Recurring Donor

How we use the psychological hacks of Netflix to win the battle  
for audience attention

Q&A Session Involvement

# Build My Recurring Donor Program, Please.



Welc



Life Under  
Coming of

By: Amaryllis  
Narrated by  
Length: 7 h  
★★★★

🎧 Sample



NETFLIX



### Survivor

2000 | TV-14 | 2 Seasons | Competition Reality TV

In this long-running reality competition series, players battle the elements and each other as they vie for \$1 million and the title of Sole Survivor.

Starring: Jeff Probst  
Creators: Charlie Parsons

Build My Recurring Donor Program, Please




# You're in the wrong place if you're here for...

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1. The Power of Untold Stories- Lauren Ready (April 12)
2. 5 Steps to Converting Online Donors to Followers- Adora Drake
- 3. Ted Lasso Season 3 premiere-????**

Build My Recurring Donor  
Program, Please





The virtual room currently has two kinds of individuals in it.



The virtual room currently has ~~two~~  
**three** kinds of individuals in it.

# POLL: What is the current state of your recurring donor program?

- A. Been running for a while but needs optimizing
- B. Nonexistent and I am ready to learn
- C. Crushing it and I am here to listen



“Where you taking me today, Nich?”

- Anonymous virtual crowd member



# Agenda

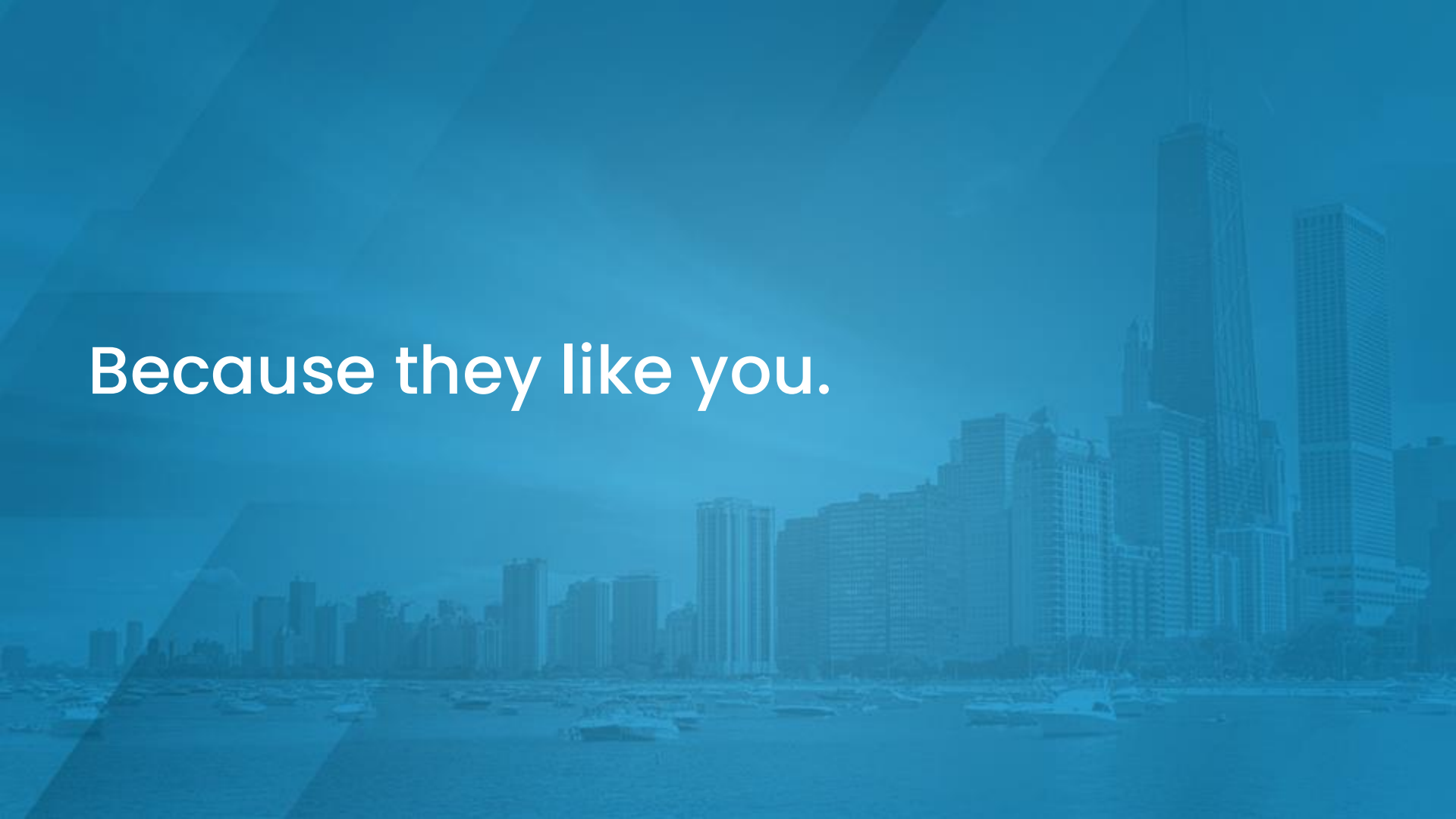
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1. Psychology of Acquiring Recurring Donors
2. Psychology of Retaining Recurring Donors
3. Why does it matter?
- 4. Resource: Recurring Giving Video Playbook**
5. Let's Stay Friends



“Why on earth would someone give me a recurring gift?”

Because they like you.







*“Thanks Captain Obvious. Does this get more informative?”*

*– Cynical audience member*

# Psychology of Acquiring Recurring Donors

- Low Barrier to Wallet



# Low Barrier To Wallet

## Plans and Pricing

Netflix offers a variety of plans to meet your needs. The plan you choose will determine the video quality and the number of screens you can watch Netflix on at the same time.

With all of our plans, you can watch unlimited TV shows and movies, and play mobile games.

**i** These prices apply to new members and will gradually take effect for all current members. Current members will receive an email notification 30 days before their price changes, unless they change their plan.

	Basic	Standard	Premium
Monthly cost* (United States Dollar)	<b>\$9.99</b>	<b>\$15.49</b>	<b>\$19.99</b>
Number of screens you can watch on at the same time	1	2	4
Number of phones or tablets you can have <b>downloads</b> on	1	2	4
Unlimited movies, TV shows and mobile games	✓	✓	✓
Watch on your laptop, TV, phone and tablet	✓	✓	✓
HD available		✓	✓
Ultra HD available			✓

Sign up for Netflix today and choose from several **payment options**. As a Netflix member, you are automatically charged once a month on the date you signed up. You have the freedom to **change your plan** or **cancel** online at any time.

### Related Articles

- [How to change your plan](#)
- [Billing and Payments](#)
- [Getting started with Netflix](#)
- [What is Netflix?](#)
- [Netflix Gift Cards](#)

The average monthly recurring gift is \$30 vs average one-time gift of \$128.

# Low Barrier To Wallet

are donating to a community that is helping itself.



## 100% Child Promise

100% of funds donated towards the scholarship fund go directly towards program costs.



Cover Monthly Tuition for  
a Primary Student

Donate \$25 Monthly



Cover Monthly Tuition for  
a High School Student

Donate \$50 Monthly



Cover Monthly Tuition for  
a University Student

Donate \$300 Monthly

## Testimonials



**Lesson: Offer a range of monthly options, equated to an impact, and emphasize that you can cancel at any time.**

# Psychology of Acquiring Recurring Donors

- Low Barrier to Purchase
- Social Proof

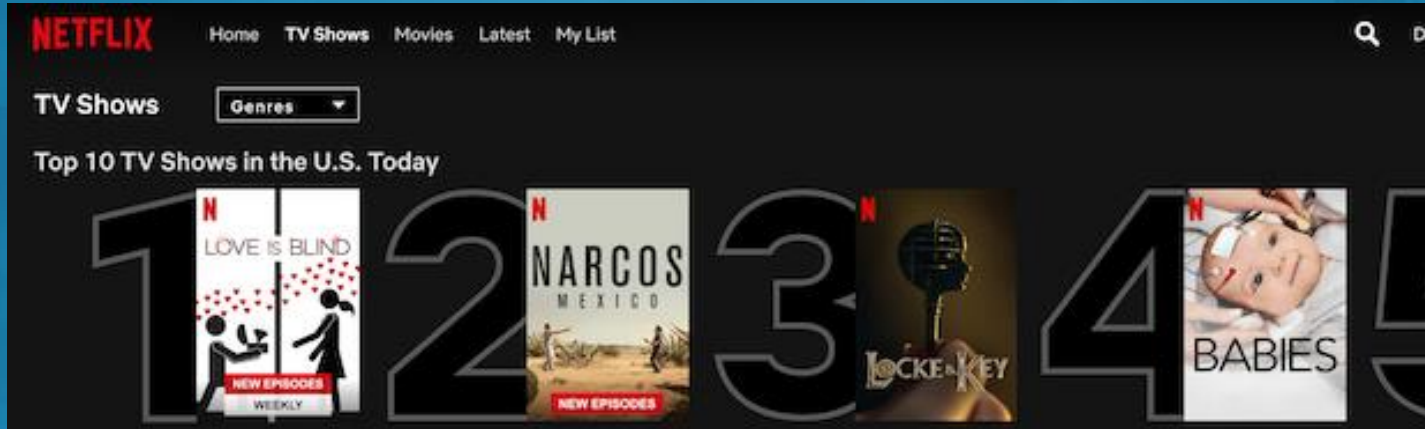




# Social Proof

describes our tendency to look at others' behaviors for psychological permission to try something new.

# Top Ten



\* Behavioral science principle states that people naturally arrange things into round-number groups, and lists grab attention, leveraging the persuasion effect.



# Top Ten

## CURRENT PROJECTS

### MAKING OUR CAMPUS A BETTER PLACE TO LEARN

As our schools grow and our buildings age, we are diligent in making sure they are kept in good working condition. In order to best serve students and staff, we want to make sure there are no distracting issues that could create a poor learning environment. Maintenance and improvements are a priority for our organization. The staff in Uganda has developed a list to prioritize the projects that need attention. If you would like to pledge your support toward making these improvements to our schools, please use the link below. Thank you for helping us provide a great learning environment for our students!

[Support Upcoming or Ongoing Projects](#)

DONATE

#### ON-GOING NEEDS (PER MONTH COST SHOWN)

PROGRAM	COST EST.
Farm Budget	\$300
Vocational Training Operations	\$1,000
Mechanics Training	\$175
Tailoring + Garments Training	\$500

Kay H. donated \$50 [Donate](#)

#### HIGH SCHOOL

PROJECT	COST EST.
New Vocational / High School	\$3 Million
8 Water Tanks	\$11,000
Solar Panels	\$30,000
Sound System Upgrade	\$3,000
Vocational Equipment	\$6,500

#### PRIMARY SCHOOL

PROJECT	COST EST.
Solar Panels	\$30,000
Primary Staffing Quarters (45 Staff)	\$250,000
Office Furniture	\$3,000
Brick Pavers	\$25,000
30 Desks	\$2,000



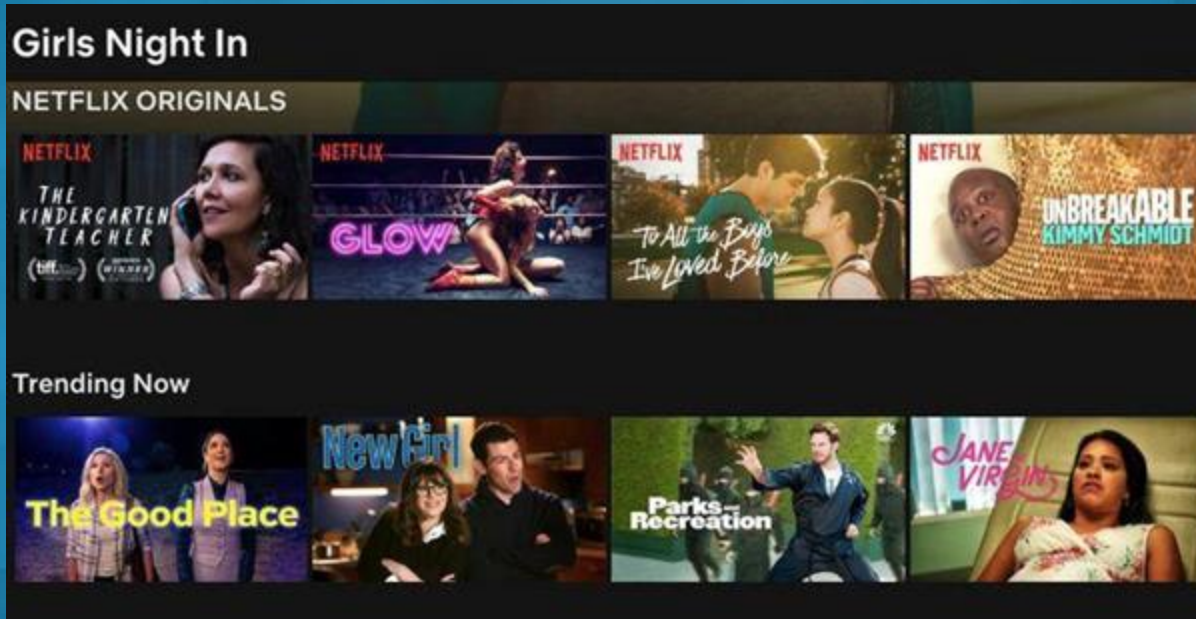
**Lesson: Communicate initiatives  
with most current support**

# Psychology of Acquiring Recurring Donors

- Low Barrier to Wallet
- Social Proof
- Trending Now



# Trending Now



**\*Communicating your “trending campaigns” gives you an opportunity to showcase needs and de-risk giving for your donors.**

# Trending Now



[About Us](#)

[Our Work](#)

[Get Involved](#)

[DONATE NOW](#)



Environment: The Problem

## 3 Billion People Cook Over Open Fires.

Cooking over open fires is one of the world's biggest - but least known - killers.

Four million people die each year from breathing in toxic cooking smoke. The smoke is harmful to their





Lesson: Create urgency by sharing  
new problems



*“I can get ‘em, I just can’t keep ‘em!”*

- Someone ready for the next section on retention

# Psychology of Retaining Recurring Donors

- Personalization







# Personalization & The Cocktail Party Effect

“People like to focus on information that’s relevant to them.”

# Cocktail Party Effect



- Know My Name
- Know My Past
- Know What I Want

# Know What I Want

- **Data Points to Know**
  - **Engagement history**
  - **Specific campaigns funded**
  - **Lifetime giving amount**
  - **Lifetime impact summary**
  - **Impact they care most about**



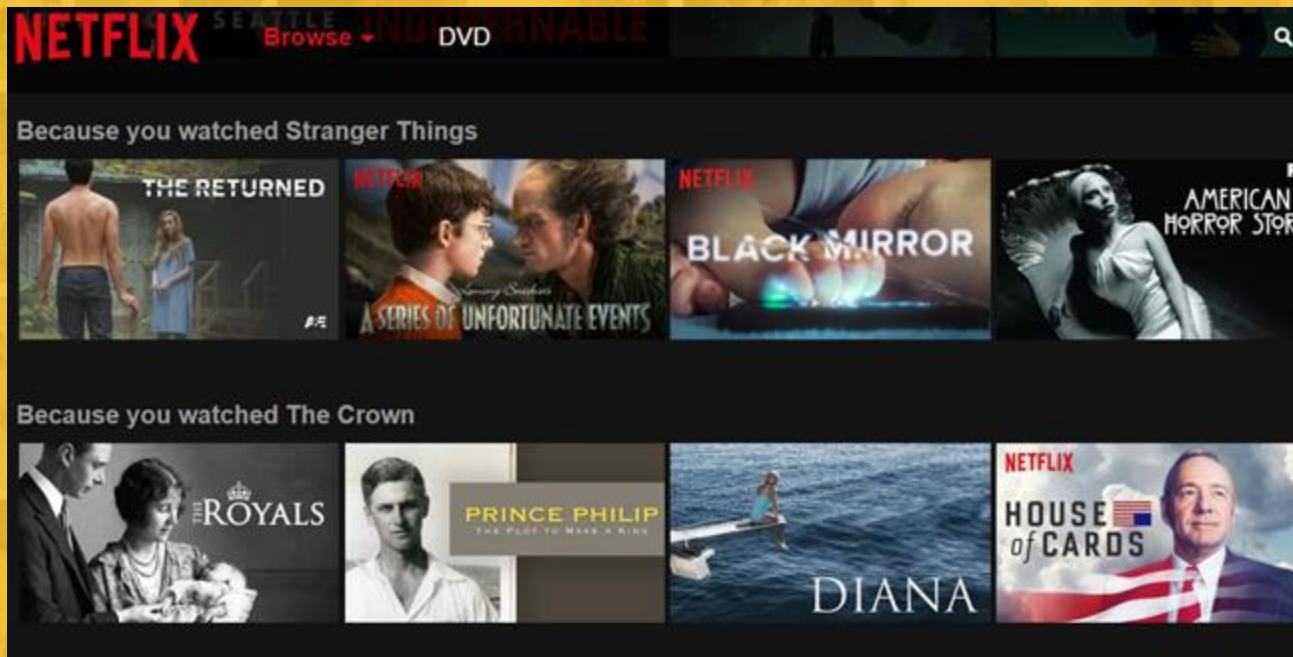
**Lesson: Data fuels personalization.**

# Psychology of Retaining Recurring Donors

- Personalization
- Reward Uncertainty



# Reward Uncertainty



*"If you give someone a predictable set of rewards, they lose interest quickly. If it's unpredictable, they tend to establish behavior that is hard to extinguish."*



# Lesson: Change up your acknowledgements

# Psychology of Retaining Recurring Donors



- Personalization
- Reward Uncertainty
- Sense of Exclusivity



# Sense of Exclusivity

A **NETFLIX** ORIGINAL SERIES

ONLY ON  
**NETFLIX**

- Name your program
- Bonus perks/experiences/swag
- Deliver exclusive content

# Sense of Exclusivity

## THE VILAGE

Join the Village, and become part of a community bringing love and joy to children in Uganda.

♥ Donate

### What is The Village?

The Village is a passionate group of donors committed to bettering the lives of children in Uganda. When you join The Village, these children gain access to educational, emotional, and spiritual opportunity that they wouldn't



# Sense of Exclusivity



## A Pen Pal in Uganda

You'll receive 2 letters each year from a child at God's Hope Primary School - offering you a first-hand glimpse into their everyday lives, and an understanding of how much your donation matters to them and their friends.

## An Exclusive Discount

When you join The Village, you'll get a 50% discount to the Simone's Kids shop - so you can pick up one of our awesome apparel items and let the world know just how much you care!



# Sense of Exclusivity

## Ready to Feel Your Impact?

When you join The Village, we want to ensure you feel your impact in a very real way. That's why we offer our Village members a set of special bonuses designed to communicate the immense impact that they are making.

### The Monthly Impact Minute

Each month, you'll receive a powerful, bite-sized video that tells you exactly what impact has been made in the last month. You'll get to see your impact in (almost) real time.



❤️ Complete your \$30 gift to make a difference

I'm ready

Not today

A Ben Bol in Uganda



**Lesson: Create a unique  
experience**



*“What does this mean for me,  
mister?”*

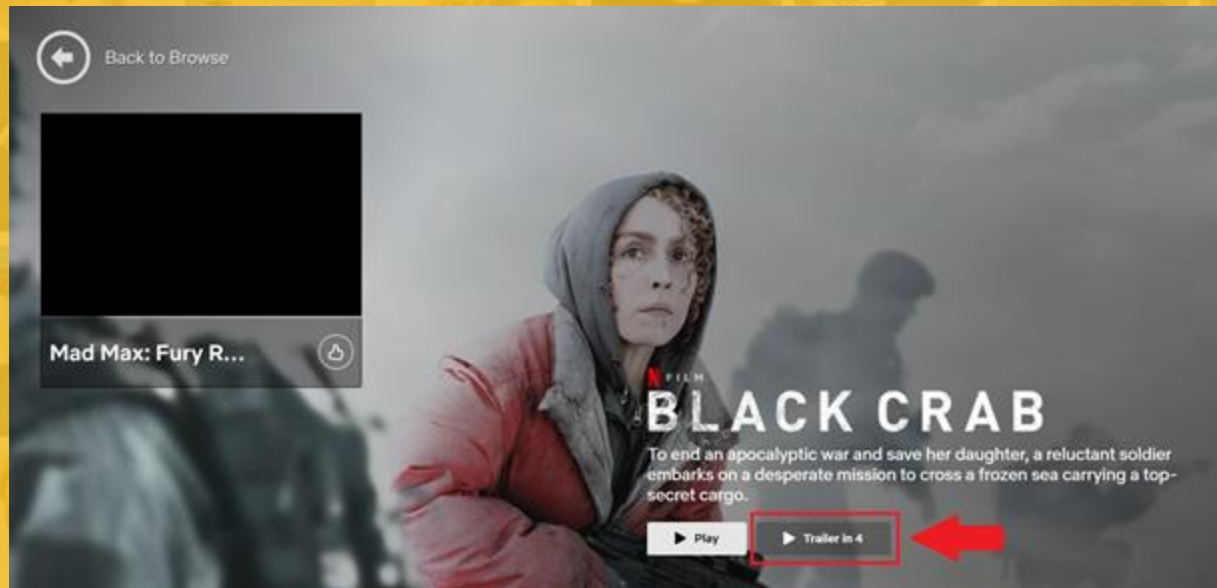
- anonymous crowd member



# Real Applications For You

- Media Superiority Effect

# Media Superiority Effect



“When possible, let media talk for you.”





# Real Applications For You

- Media Superiority Effect
- Tell the Right Stories



# Data helps tell better stories.

- Descriptive: “What happened?”
- Diagnostic: “Why did this happen?”
- Predictive: “What might happen in the future?”
- Prescriptive: “What should we do next?”



# Real Applications For You

- Media Superiority Effect
- Tell the Right Stories
- Your Journey Should Be On Purpose

# Your journey should be on purpose.

- Create your donor journey map: Where do you ask for a recurring gift? How?
- Name your program, choose levels, drive signups
- Map out your reward system and make it easy to follow through on



Donor Journey  
Map Templates

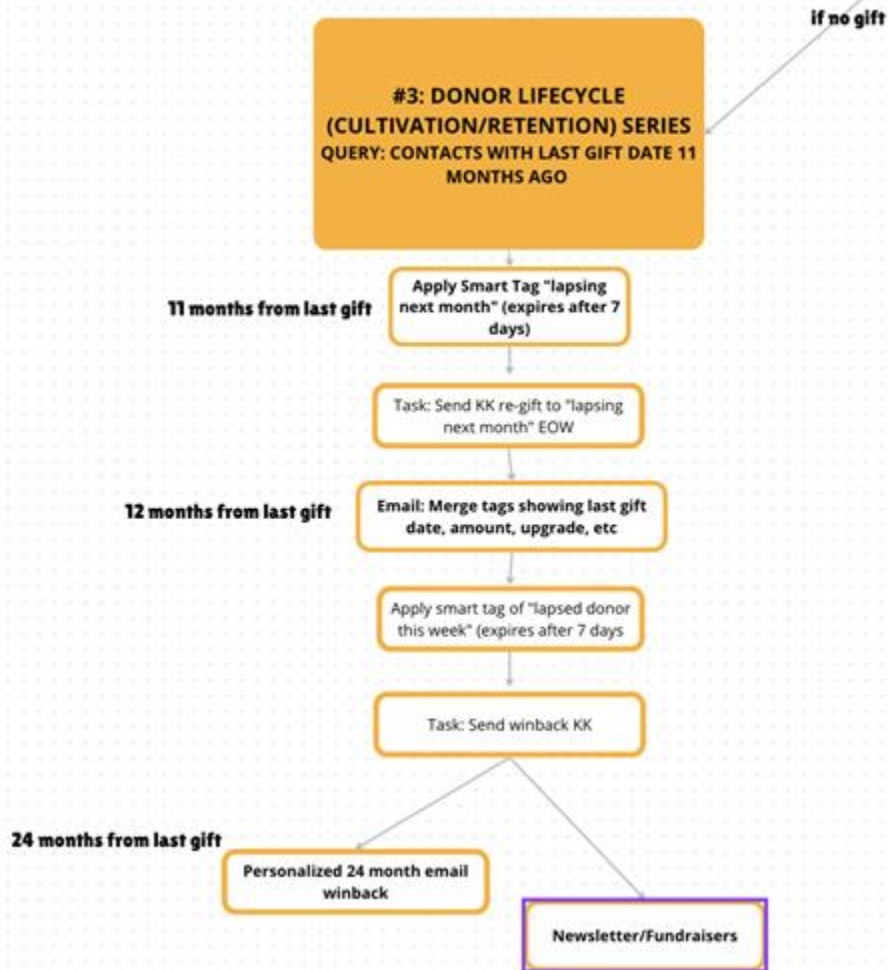
# POLL: What is the current state of your donor journey map?


- A. Exists but needs optimizing
- B. Nonexistent and I am ready to learn
- C. Crushing it and I am here to listen



Workflows







*“How much can this grow my revenue, Nich?”*

– Forward thinking person



A little bit.



## MONTHLY DONOR LIFETIME VALUE CALCULATOR

Step 1: Enter number of monthly donors you think you can get

50

Step 2: Enter the average monthly gift they'll give

\$30

*Since monthly donors typically give for 5-7 years, this is how much you could expect to raise with a monthly giving program:*

1st year	2nd year	3rd year	4th year	5th year	6th year
\$18,000.00	\$36,000.00	\$54,000.00	\$72,000.00	\$90,000.00	\$108,000.00



Recurring Giving  
Calculator

A lot bit.



## MONTHLY DONOR LIFETIME VALUE CALCULATOR

Step 1: Enter number of monthly donors you think you can get

500

Step 2: Enter the average monthly gift they'll give


\$30

*Since monthly donors typically give for 5-7 years, this is how much you could expect to raise with a monthly giving program:*

1st year	2nd year	3rd year	4th year	5th year	6th year
\$180,000.00	\$360,000.00	\$540,000.00	\$720,000.00	\$900,000.00	\$1,080,000.00



Recurring Giving  
Calculator



*“Oh shoot, I was catching up on my growing pile of work email. What did you talk about today?”*

- Person I am no longer friends with

**N**  
**NETFLIX**

**Why Netflix Is Stealing Your Donors**

# TLDL: Into the Mind of a Recurring Donor

1. The reasons people give to recurring donor programs
2. Things the recurring giving experience should include
3. How you immediately impress your team and get a raise

# TLDL: Into the Mind of a Recurring Donor

## 1. The reasons people give to recurring donor programs

- Low Barrier On Wallet
- Social Proof
- Trending

## 2. Things the recurring giving experience should include

- Personalization
- Reward Uncertainty
- Sense of Exclusivity

## 3. Here's how I can apply this right away

- Media Superiority Effect
- Tell The Right Stories
- Your Journey Should Be On Purpose



# Resource: Recurring Giving Video Playbook



Hit the QR code to view

## What's in it?

- Video scripts
- Email and text templates
- Video best practices

# Let's stay friends.



# Nicholas Kristock

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Presentation  
Sliddeck



Recurring Giving Video  
Playbook



Recurring Giving  
Calculator



#1 Most Viewed Youtube  
Video of All Time

onecause® | WEBINAR



# The Power of *Untold Stories*

*How Impactful Video Drives Fundraising*

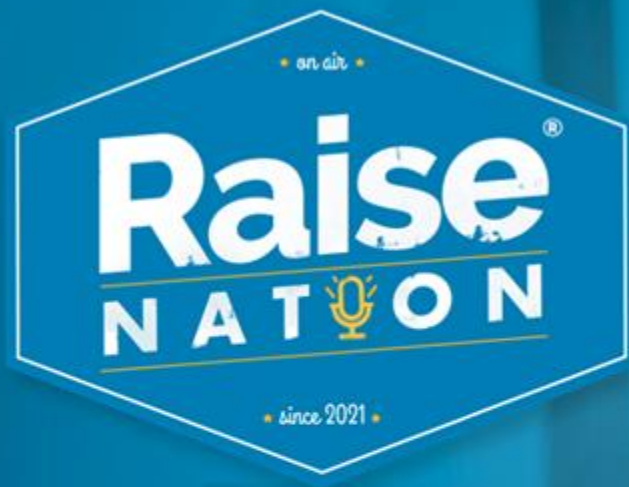


Wednesday, April 12, 2023

**Lauren Ready**  
Owner and Principal Storyteller,  
Forever Ready Productions

Raise® #FEARLESSSERIES





# Raise Nation Radio

The Podcast for Fearless Fundraisers



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