



Raise[®]
2022

A Monthly Giving Road Map

Erica Waasdorp, A Direct Solution

Welcome!



Erica Waasdorp

President

A Direct Solution

Author Monthly Giving. The Sleeping Giant

Author Monthly Giving Made Easy

A paved path lined with large, mature trees in a park. The trees have thick, textured trunks and dense green foliage. The path is straight and leads into the distance, flanked by a well-maintained green lawn. The lighting is bright, suggesting a sunny day.

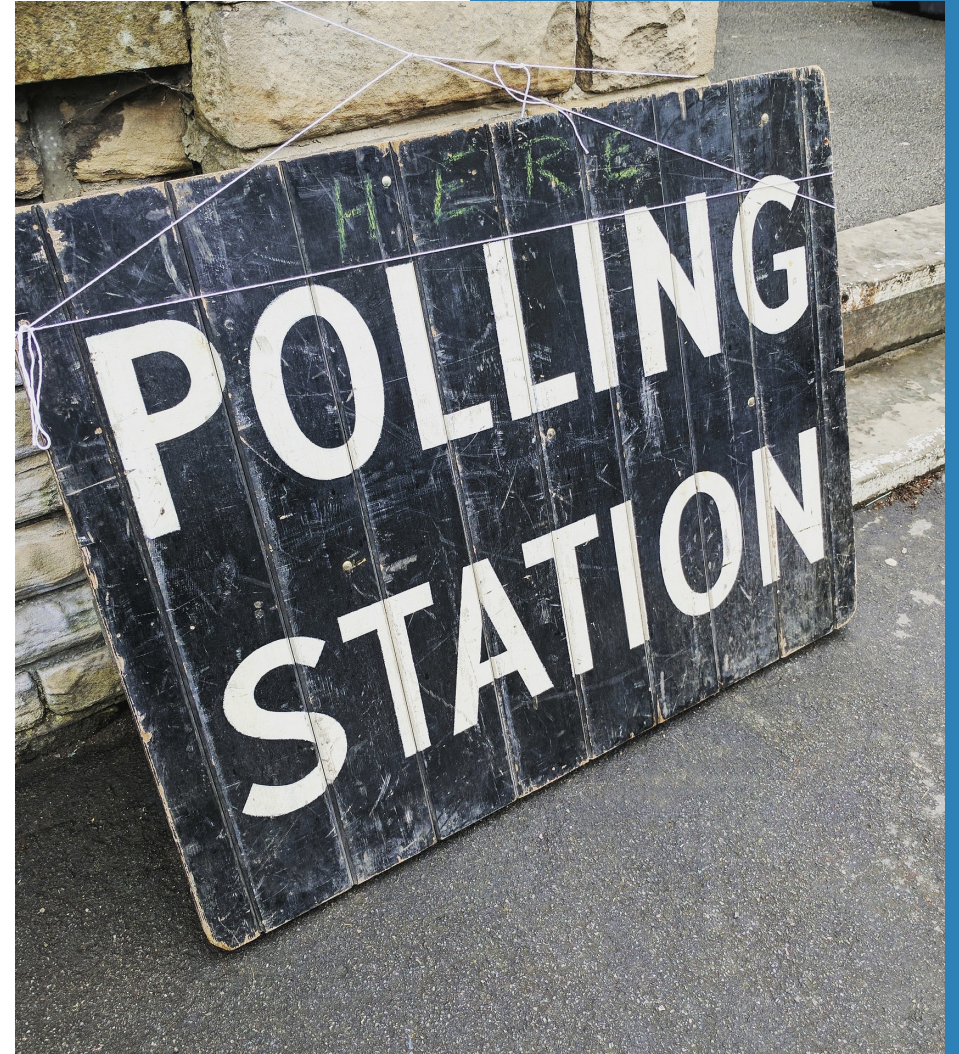
**The best time to
plant a tree was 20 years ago.
The second best time is now.”
— Chinese Proverb**

Agenda

1. Why monthly gifts
2. Approaches for peer-to-peer and giving day donors
3. Your questions and sharing
4. Closing

Poll

How many monthly donors do you have now?

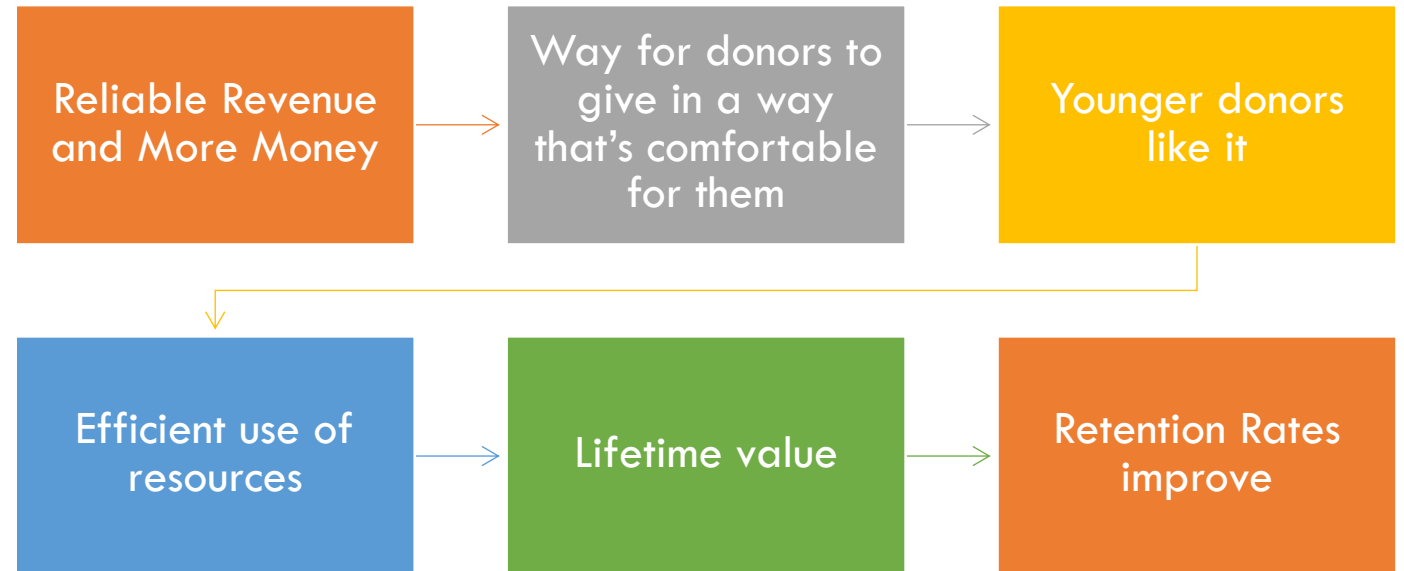


Monthly donors are so...

Important



Because...



Retention rates increase



Source: Bloomerang, Fundraising Effectiveness Project



You can plan on the funds to be there no matter what!



Monthly Donor impact is huge!

Number of Monthly Donors	100
Average Monthly Gift Amount	\$25
Average Monthly Revenue	\$2,500
Average Annualized Revenue	\$30,000
Average Revenue after 5 years	\$150,000



Donors want to help!

All these
play a role
and lead to
more
monthly
gifts



Figure 10: Generosity motivator ecosystem

Key elements for growth

Same as one time gift fundraising, with small exception: Ask for a monthly gift



COMMITMENT



SYSTEMS



TANGIBLE
AMOUNTS



STORYTELLING

Poll

Which payment platform are you using?



Create a dedicated monthly-only page



Make a difference every day with your monthly support.

This winter, people are going hungry, unable to feed their families or afford a roof over their heads. VOA is on the front lines of support, but we need more friends to help with local efforts like sheltering, feeding and emergency support.

Your monthly gift will make a difference every day and every month for neighbors in need. Thank you for considering this sustaining support for those in need.

A monthly donation is the most effective way to help families year round.

\$12.50	\$17	\$25
\$50	\$100	\$Other

Billing Information

First Name	Last Name
<input type="text"/>	<input type="text"/>
Street 1	
<input type="text"/>	



“Thou shalt love thy neighbor as thyself.”

MARK 12:31



Source: VOA

Create a button to link to it

The screenshot shows the website for Maine Conservation Voters. At the top left is the logo, a stylized green tree with a white checkmark, followed by the text "Maine Conservation Voters". On the top right, there are three buttons: "JOIN" (blue), "DONATE" (red), and "GIVE MONTHLY" (green). Below the navigation bar is a green menu with links: "Our Work", "Scorecard", "Take Action", "About", "Blog", and "Ways to Give". The main content area features a large image of a river with autumn foliage. Overlaid on the image is the text "BECOME A KENNEBEC FRIEND" in white. Below the image, there is a paragraph of text: "Like the Kennebec River, *Kennebec Friends* are a strong and steady force—safeguarding the wild places and beloved people in our state all year long with their monthly gifts. Join this powerful community committed to protecting our climate and environment right here in Maine throughout the year." Below this text is a "fastaction" button with a question mark icon. Underneath the button is the text "Take future action with a single click. Log in or Sign up for FastAction". Below that is the heading "Contribution Information" followed by four buttons: "\$5", "\$10", "\$25", and "\$50".

JOIN DONATE GIVE MONTHLY

Our Work Scorecard Take Action About Blog Ways to Give

BECOME A KENNEBEC FRIEND

Like the Kennebec River, *Kennebec Friends* are a strong and steady force—safeguarding the wild places and beloved people in our state all year long with their monthly gifts. Join this powerful community committed to protecting our climate and environment right here in Maine throughout the year.

Take future action with a single click.
[Log in](#) or [Sign up](#) for FastAction

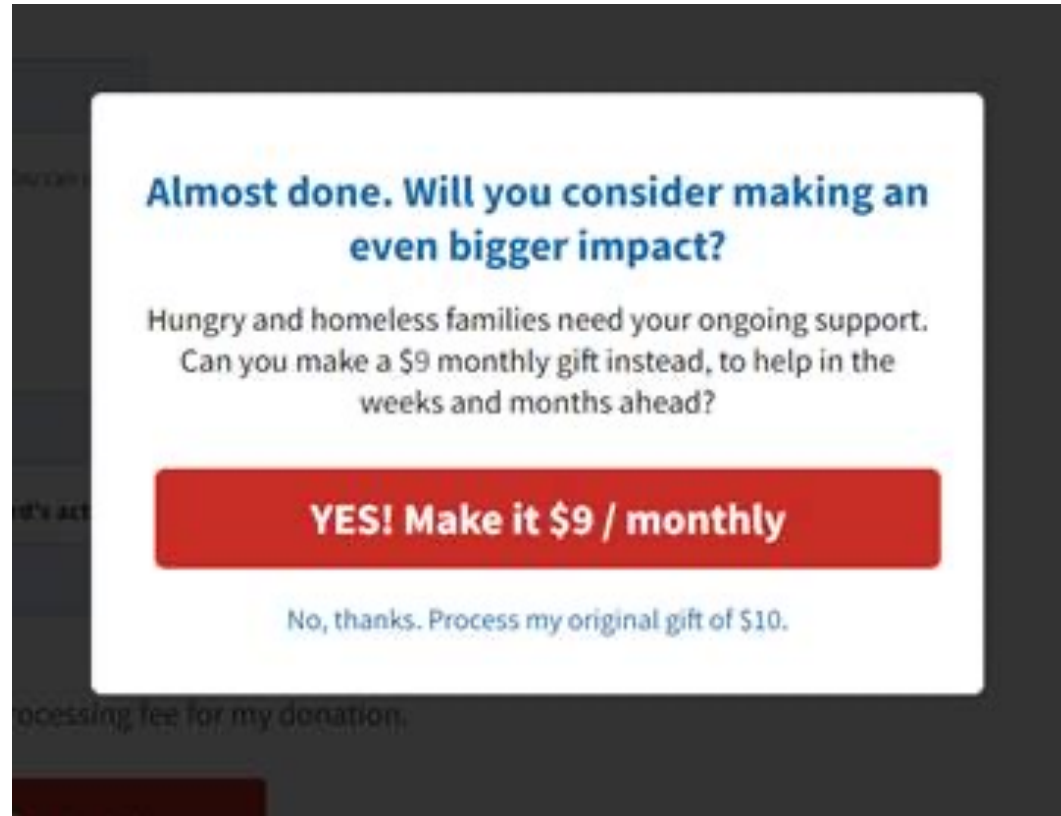
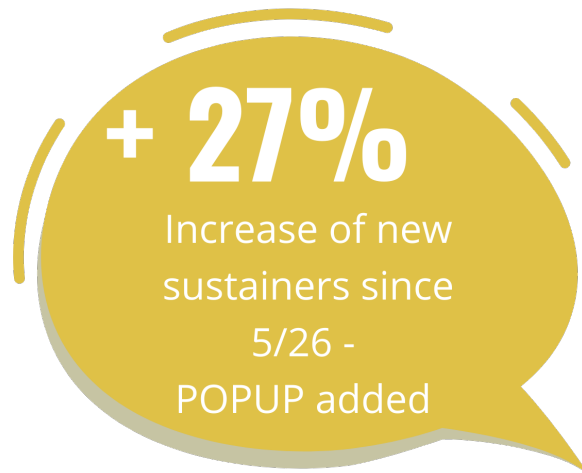
[fastaction](#) ?

Contribution Information

\$5 \$10 \$25 \$50

Source: Maine Conservation Voters

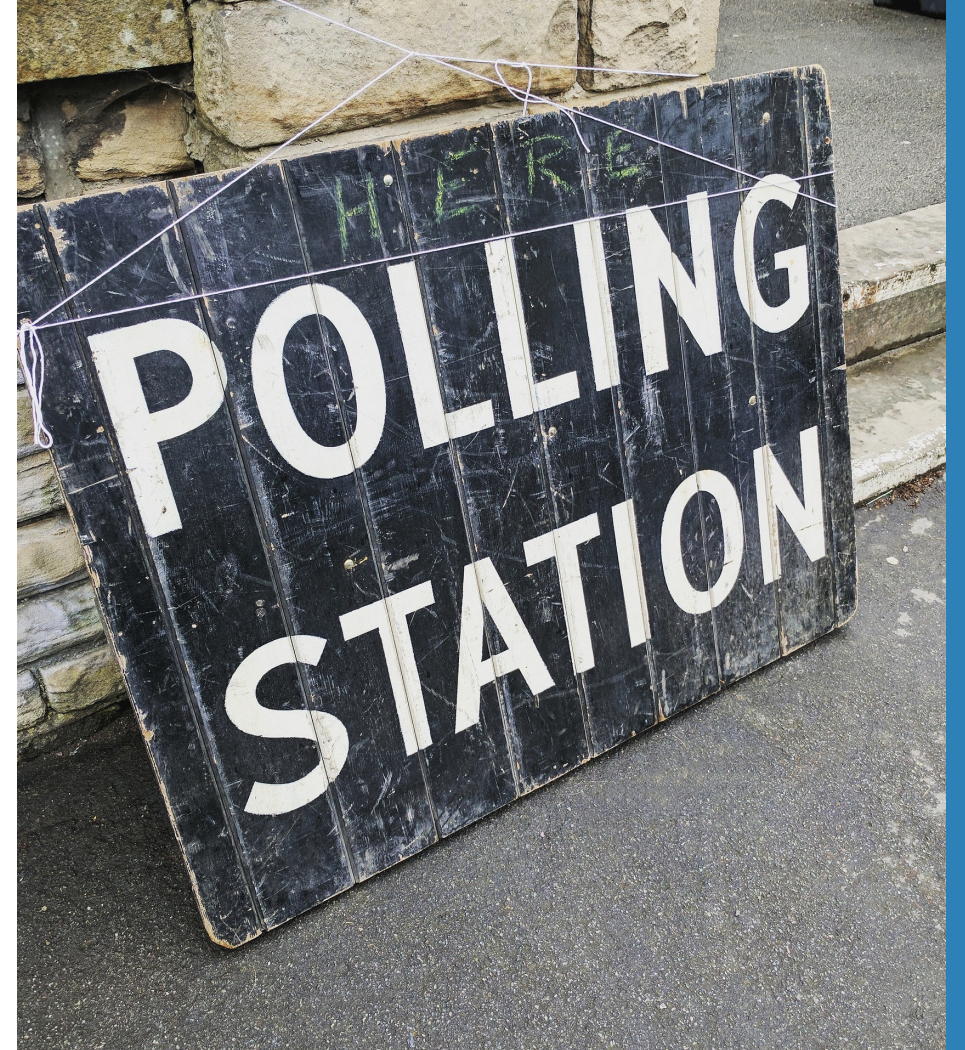
Add Monthly “Upsell” Popup



Source: VOA

Poll

How many new peer to peer donors or giving day donors do you expect?



Create or tweak a welcome email series

Dear Erica,

Thank you, again, for joining our community of supporters. You have already made a difference for Maine's environment. Will you take one more step?

[Please make a donation that will give back to Maine's environment.](#)

Your gift today will pay it forward in so many ways. You will protect the unique habitat Maine provides for countless species. You will safeguard treasured places from the threat of climate change, encroaching development, and pollution for now and for generations to come.

If it is easier on your budget, please consider a [monthly donation](#) that will provide a steady stream of income to be all year long. You'll help us be ready to act when environmental threats emerge.

You will do so much good for Maine's environment by partnering with us today. You can help make a difference one person at a time.

Any support you can provide is meaningful to Maine's environment.

With gratitude,

Send a survey and include a request for a monthly gift

Source: Yosemite Conservancy

7. Given that the nation's parks — including Yosemite — and the natural wonders they possess have been threatened for years by underfunding, do you agree that private citizens should do more to directly aid and support America's parks?

Strongly Agree Agree Disagree

8. Would you be willing to join others who deeply value the natural wonders found in Yosemite National Park, and help provide for the park's future, by supporting Yosemite Conservancy with a gift of as little as 7 cents a day?

No

Yes! I'll help ensure that Yosemite's incomparable treasures can be protected today, tomorrow, and for generations to come by supporting the work of Yosemite Conservancy.

I want to give: \$5* a month \$10 a month

Other monthly gift \$ _____
(\$5 minimum)

Here is my one-time gift of:

\$25* \$35 \$100 \$250

My best gift \$ _____

My check to Yosemite Conservancy is enclosed.

Please charge \$ _____:

Monthly One Time

Visa MasterCard Amex Discover

CARD NO. _____ EXPIRATION DATE _____


SECURITY CODE _____ SIGNATURE _____

EMAIL _____

*A gift of this amount or more entitles you to a variety of benefits and privileges, including listing your name in the Honor Register at the Valley Visitor Center, a Yosemite Conservancy Passport with discounts on lodging and activities in and around the park, and a package of trail maps to enable you to make the most of your visit to the park.

Please do not send trail maps.

Make an annual gift of \$1,000 or more, and you will be welcomed into the *John Muir Heritage Society*, and receive a year of free entrance into Yosemite and invitations to special events.


YOSEMITE
CONSERVANCY

101 Montgomery Street, Suite 2450, San Francisco, California 94104 415.434.1782

Create an online quiz or survey



Erica, do you know how much you've helped protect our planet?

Take our short quiz to discover how WWF supporters and activists like you have brought about big wins for wildlife and nature in the past year.

Source: World Wildlife Fund

Drive responder to monthly gift page

\$5 \$8 \$12 \$15 \$20 OTHER

Your Information

Erica Waasdorp
30 frazier way P
marstons mills, MA 02648-1866
ewaasdorp@comcast.net

[Update your info](#)

Monthly Payment Information

Payment Method:

Credit Card

Bank Account Withdrawal

PayPal

Credit Card Type:



* Credit Card Number:

* Expiration Date:

03 ▼ 2019 ▼

* CVV Number:
What is this?

Submit

Please click only once to submit your monthly donation. Thank you for generously supporting our global conservation work.

World Wildlife Fund is a 501(c)(3) charitable organization.




Source: World Wildlife Fund

Use thank you video and invite personally

From: Shema <ForKidsSake@mailman.bloomerang-mail.com>
Sent: Wednesday, February 9, 2022 4:32 PM
To: Erica Waasdorp
Subject: What Will it Take?

150 New Friends



We know. That is a lot of new Friends of For Kids' Sake. Watch the video above to learn why monthly donors like you are crucial.

Dear Erica,

I'm incredibly grateful for you, our Friends of For Kids' Sake (FKS). You improve the lives of thousands of children every day - thank you! In 2022, you can have a bigger impact than ever before.

Source: For Kids' Sake

A Case Study




Create special campaign

The screenshot shows the top portion of the UNRWA USA National Committee website. At the top, a dark grey banner contains the text "Impact the life of a Palestine refugee today" with a close button (x) on the right. Below this is the UNRWA logo on the left and a navigation menu on the right with links for "home", "our story", "how we help refugees", "get involved", "give", and a prominent pink "donate" button. The main content area features a large photograph of two young girls with pigtails and backpacks, standing in front of a blue wall. Overlaid on the photo is the text "showing palestine refugees that americans care" in white. At the bottom of the page, a small cookie consent notice reads: "By using this website, you agree to our use of cookies. We use cookies to provide you with a great experience and to help our website run effectively." with a close button (x) on the right.


Source: UNWRA

Landing page from home page

Impact the life of a Palestine refugee today



home our story how we help refugees get involved give donate



solidarity sustainers

Give monthly and become a Solidarity Sustainer for Palestine refugees


automate my giving

from our supporters

By using this website, you agree to our use of cookies. We use cookies to provide you with a great experience and to help our website run effectively.


Use sustainer testimonials

Impact the life of a Palestine refugee today




home our story how we help refugees get involved give donate

from our supporters




bishop bob & mary-page jones

"I was a dean at St George's College from 1996 - 2000. The college is in East Jerusalem and the staff at the college is Palestinian. While my wife Mary-Page and I lived there, I frequently went to Gaza and other places in the West Bank. There I saw firsthand the incredible difference UNRWA made in the lives of children particularly, and in the lives of the Palestinian people. Palestinian people are always in our




stephen sherman, new york

"I am a retired banker, living in the suburbs of New York City, married and father of two children. I choose to give monthly to UNRWA because it is the least I can do, especially given the political and social climate in the United States."



nora hamidaddin, pennsylvania

"Give to other what you'd wish for yourself. I'm no longer passively standing by. I decided to give my existence a purpose and began an automatic monthly donation to UNRWA USA. This is the least I can do for my brothers and sisters in this world. I truly wish for a day when we all stand hand in hand towards a brighter future."



judith blau, massachusetts

"My field is human rights, and I have worked in this field in varied capacities - as a teacher, author, and organizer. I give monthly because I believe Palestine refugees deserve self-determination, dignity, and human rights."

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Source: UNWRA


Palestine is my Valentine Campaign

- Committed donor couple provided \$5,000 match
- Set goal: Gain 50 new monthly donors
- Plan with mail, email and social media and pop ups
- Perk - Palestine is my Valentine t-shirt

Post card to 10,000 donors



Source: UNWRA




Happy Hearts Day from UNRWA USA!

Two NYC-based sweethearts have lovingly offered to give an extra \$5,000 if we're able to find or upgrade 50 new Solidarity Sustainers by February 14. Talk about a match in heaven! Will you say yes?

Make Palestine your Valentine this month or forever! Sign up securely at unrwusa.org/monthly or by calling (202) 223-3767.

Your monthly gift betters the lives of Palestine refugees across the Middle East. And you can easily adjust or cancel your commitment at any time.

Thank you for sharing the love and acting fast because this match sure won't last!



1875 k street nw fourth floor
washington dc 20006
(202) 223-3767

POSTAGE
STAMP

**unlock \$5,000 when you make
palestine your valentine**

**[Formal Greeting]
[Mailing Street 1]
[Mailing Street 2]
[City], [State] [Zip]**

Email 1: You have a secret admirer...

----- Forwarded message -----
From: UNRWA USA <info@unrwausa.org>
Date: Fri, Feb 4, 2022 at 10:08 AM
Subject: [Test] You have a secret admirer!
To: << Test First Name >> <hani@unrwausa.org>



Source: UNWRA

Name: << Test First Name >> << Test Last Name >>

Goal: 50 Solidarity Sustainers

Deadline: February 14, 2022

Your response: **PENDING**

Valentine's Day is right around the corner, and there's no better time to amplify the love you have for Palestine refugees!

When we say amplify, we mean showing your love to Palestine refugees on a monthly basis -- or in other words, bearing the title of a 'Solidarity Sustainer'.

Becoming a monthly donor means providing Palestine refugees with sustaining support all year long. It also means you enable us to respond dynamically to emergency situations facing refugees on the ground in the Middle East.

And not only that! This year, we have two secret admirers of UNRWA USA's efforts who love our community of supporters.

These secret admirers are challenging you, and 49 others, to give monthly. Once we get 50 Solidarity Sustainers, these admirers will

[donate \\$5,000 towards UNRWA USA's relief efforts!](#)

Here is the catch though: We have to reach 50 new monthly donors by February 14. And we need your help in doing so!

palestine is my valentine



Our 800 active Solidarity Sustainers are the beating heart we count on to ensure we're doing the most for Palestine refugees 365 days a year.

Could you be one, << Test First Name >>?

<< Test First Name >>, will you make Palestine your Valentine this month? Any amount, even just \$10 monthly, has the potential to benefit Palestine refugees all year long!

Unlock a match



Hani, do we have a match for you!

If you and just 49 others [join UNRWA USA](#) as monthly donors by Valentine's Day, **our secret admirer promises to match your support for Palestine refugees with another \$5,000!**

Our monthly donors, otherwise known as Solidarity Sustainers, are the lifeblood of UNRWA USA - each with their own story and passion. They include lovely couples like Mary and Roger Allen.



Mary + Roger Allen
UNRWA USA Solidarity Sustainers

help us unlock \$5,000

"[Our love story] was definitely an adventure, I was 28 and Roger was 30. We met at UPenn's Episcopal Church and found common ground through Church music. We got married on Thanksgiving Day in 1972 and have been married for 50 years!"

Mary and Roger found their love for Palestine at the church, too. After witnessing the situation of Palestinians firsthand in 1992, the Diocesan Bishop was shocked into starting a Mid-East Study Group, which Mary and Roger regularly attended. By 2008, Mary had retired from teaching and has dedicated her time to helping Palestine refugees. **Now, as monthly donors, Mary and Roger are making Palestine their Valentine.**

make palestine your valentine!

As the stewardship chair at her church, Mary explained: "I know how important it is to have money come in constantly that you can count on...1,000 people giving 10 dollars a month is very valuable."

Monthly giving is the most cost-effective and simplest way to help Palestinian refugees 365 days a year. [Will you start a monthly gift and help unlock a bonus \\$5,000 to help Palestine refugees?](#)

Thank you!

Mention the match again

Subject: [First name], your 2 minutes can mean \$5,000 for UNRWA USA.

Body:
Hello [First name],

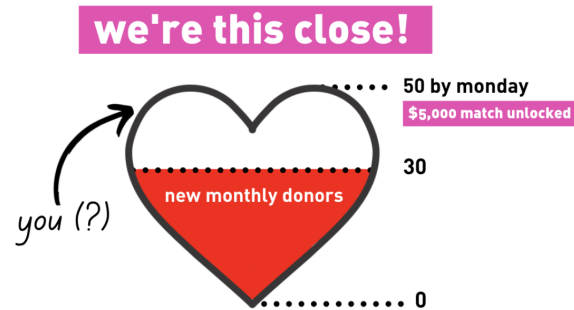
2 minutes. The time it takes to read this email.

The time it may take you to earn \$1 at work.

That \$1, put monthly towards UNRWA USA, **now has the power to unlock \$5,000** to help us support Palestine refugees.

A generous secret admirer/donor from New York has pledged to match \$5,000 if you, and 49 others, join UNRWA USA as a monthly donor (or "Solidarity Sustainer") **by this Monday**, Valentine's Day.

The amazing thing is, we're *this* close.



[Button: "help us unlock \$5,000 for to support Palestine refugees"]

Since we started the challenge, we've welcomed We now have 30 amazing new Solidarity Sustainers - it's down to the wire, and you can make all the difference.

Monthly giving is the most cost-effective and simplest way to show our love to Palestine/Palestinian refugees not just through Valentine's Day, but 365 days a year. [If you join, you'll also receive a "Palestine is my Valentine" T-shirt as a warm thank you for your generosity.]



Our Solidarity Sustainers are the beating heart/lifeblood of UNRWA USA - each with their own story and passion. Now, **we just need one incredible human every 6 hours to join**, and we will reach the \$5,000 match!

Could you be the one?

With love and thanks,

The UNRWA USA team

Results Valentine's Campaign

- 64 new monthly donors
- An extra \$1,200 in monthly income
- \$14,400 more a year

Source: UNWRA

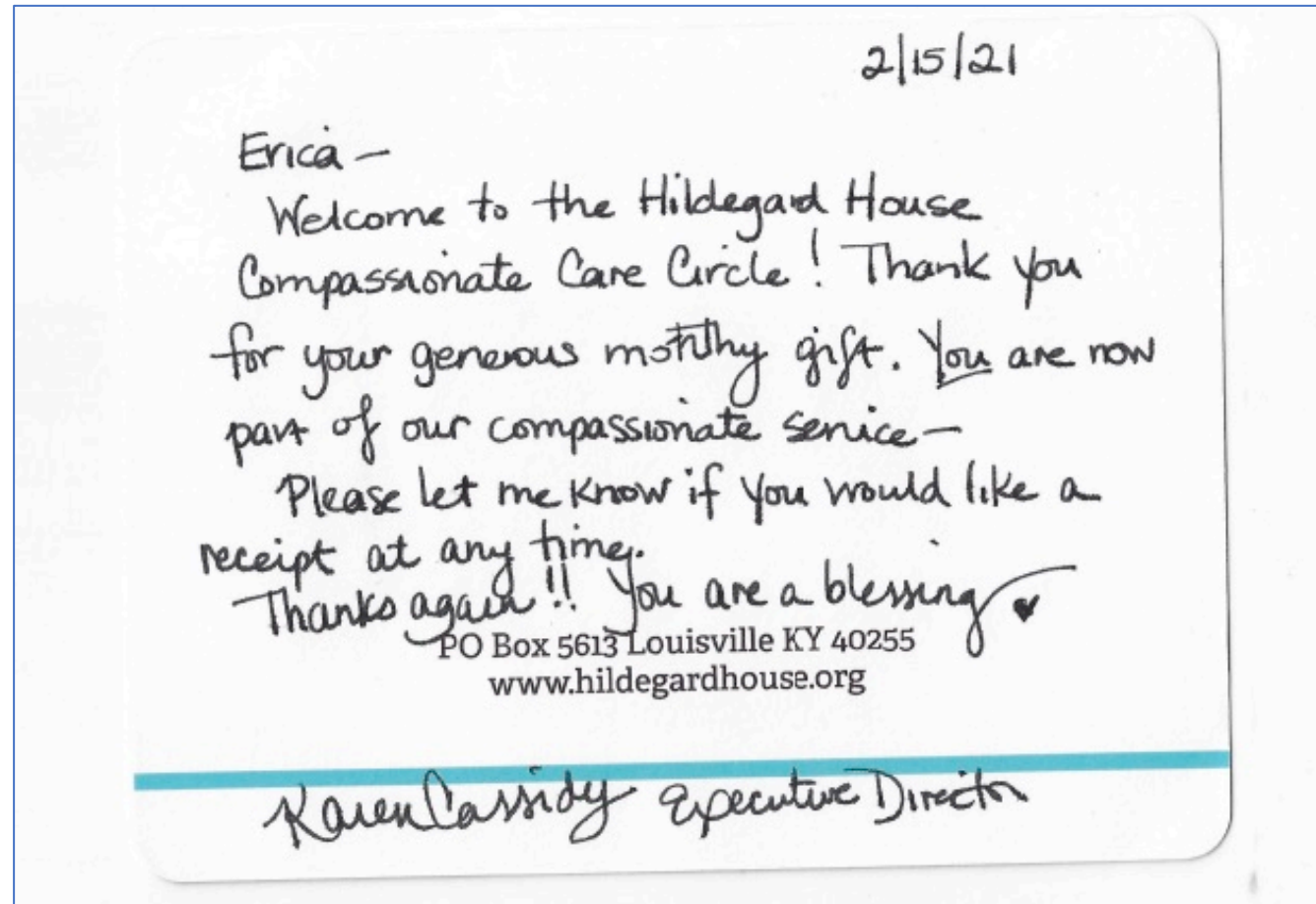
Why do donors like monthly giving?

- Easy way to give like a subscription or payment plan
- Payment platform is very important
- Attracts wide demographic that may not give large gifts
- But can give in increments

Growth and retention
require a driver and
accountability



Keep stewardship simple and doable



Source: Hildegard House

Try to automate as much as you can

Volunteers of America

Dear Friend,

You're about to change lives in a lasting way, and we are so grateful for you.

As a new monthly supporter, you're now part of a special difference in their community for neighbors in need. Neighbors like Brian.

A 10-year Navy veteran, Brian struggled in the transition to civilian life. His family had a powerful, uncompromising goal: feeding his 3-year-old son. But without success, and on the brink of losing their home, they turned to VOA. With meals, supportive housing, and job training, Brian regained his purpose and went on to build a new life for himself and his family.

Brian's life was changed for the better, because of you. You're the reason others, though you may never meet them—a mom, an old man, a child—get a precious second chance that will save their life, because of you.

Look for a letter in the mail from us soon, and, also, you can see the impact of your support about your impact in the community. Again, we are so grateful for you.

Warmest Regards,
Mike King
President and CEO, Volunteers of America

P.S. You'll receive an overview of your giving for tax purposes. If you have any questions about your monthly gifts, you can contact Lena Troncoso at 800-500-5000 or via email at ltroncoso@voa.org. Thank you again for your support.

Volunteers of America

Dear Friend,

Thank you again for your monthly support of Volunteers of America. Your compassion is powerful, helping us reach people with emergency support and essential services today and in the weeks ahead. Together, we're so much stronger!

A quick favor: Can you spare a minute for a short survey? Just three questions, very brief, I promise! It will help us learn more about what inspires you in terms of the kinds of work you like to support.

[Click to take survey:](#)

SURVEY>>

Thanks again for sharing your thoughts with us today!

Warm Regards,
Lena Troncoso
Sr. Manager, Sustaining Gifts Program
Volunteers of America

VOA | 125+ Years Strong

My Passion for Helping - Survey

Thank you again for sharing your thoughts today. Understanding what you're passionate about helps us better serve you and our community. Your responses will remain anonymous. Thank you!

1. When it comes to your passion for helping others, what best describes your motivation?
Please choose your TOP 2 selections.

- Being charitable is driven by my values.
- I have been helped in the past and want to give back and help others.
- Being charitable is driven by my faith.
- Helping people have access, equality and opportunity is the right thing to do.
- When I see people going through a difficult time, I want to help.

Other (Please describe.)

2. Thank you again for the impactful action you took with your recurring support. Can you share what made you so motivated?

(Maximum response 255 chars, approx. 5 rows of text)

3. As someone who cares about dignity and health for all people in the community, what are the FIRST 5 WORST things you see that prevent people from supporting a community-based mission like Volunteers of America?

(Maximum response 255 chars, approx. 5 rows of text)

Your feedback is greatly appreciated today! Please let us know any additional comments:

Source: VOA

TKU +1 day after gift

Survey

+ 1 month & 1 day after gift

Engage monthly donors in affordable ways

Source: Love Not Lost

Hey Heartbeat Members,

In case you didn't see it in the Love Not Lost newsletter, **I am so very excited to invite you to our first Heartbeat connection this Friday at noon!** If you can't make this one, we'll send out the next invite more in advance once we get into our rhythm, but please know there's no pressure to show up if your plate is full.

We'll be doing these gatherings every quarter so you can ask questions, get the scoop on inside stories, meet other Heartbeat members, and hear from special guests throughout the year. We hope you'll be able to see first hand the impact you have and keep a pulse on events within our community.

As the heartbeat within our chest is necessary to sustain life and allow us to love, so is the heartbeat within love not lost. And just as you bring life and love to the community we serve, we hope to bring life and love to you too. These meetings are just one way we hope to do that.

We want you to know how much we love and appreciate you and look forward to seeing you soon.

Here's the private zoom link you are welcome to share with your household members who might want to join us:

Join Zoom Meeting

<https://us02web.zoom.us/j/86179674735?pwd=OTdxQityMHNVUTdRZ3J4NVJmTmRkZz09>

We'll send out a calendar invite as well.

With love and gratitude,

Ashley

Founder, Executive Director

Love Not Lost

www.lovenotlost.org

678-521-5068

www.HowCanILoveYouBetter.com

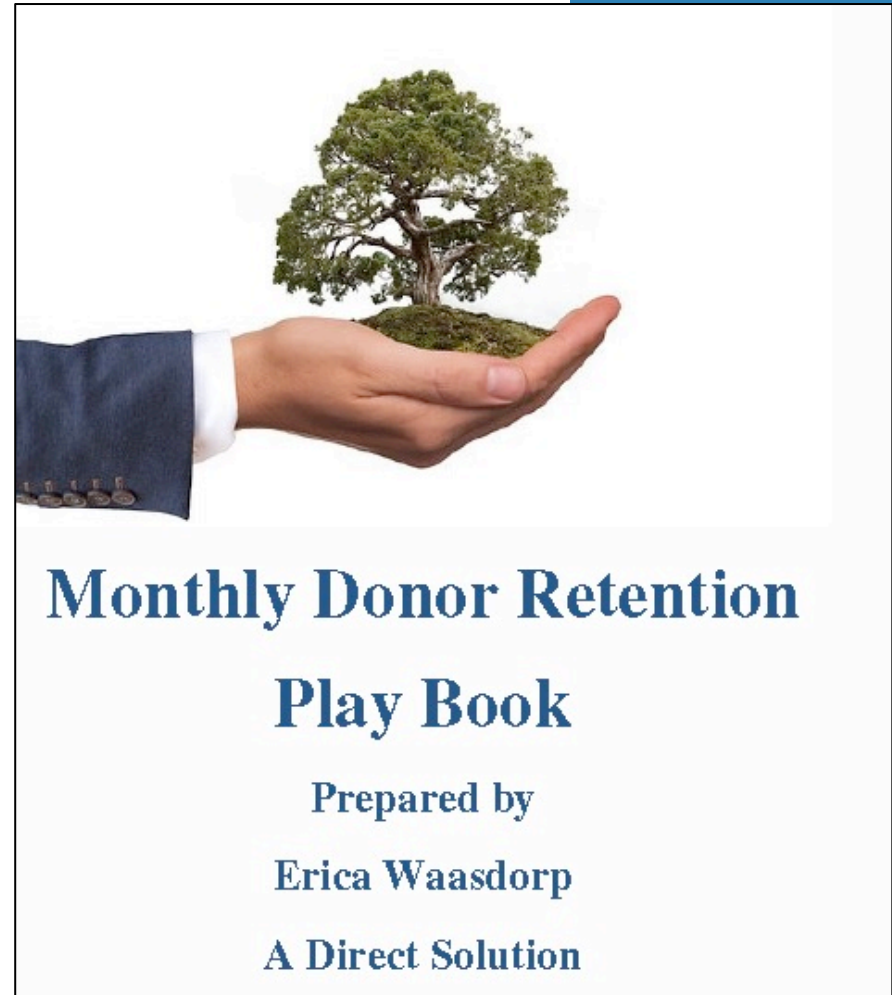
Happy monthly donors will give even more money and they will keep giving, and giving...



Track monthly donor value/value at risk

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

Do everything
in your might to
keep them!



Key Takeaways

- Generating monthly donors deserves focus
- There are *MANY* tactics to grow
- Stewardship is key
- Watch payment trends and recapture
- Pick what you're comfortable with
- Then **START** somewhere!





Poll

What will you do next?



“Great things are done by a series of small things brought together.”

Vincent Van Gogh



A blue-tinted photograph of three women smiling and laughing together. A thin yellow horizontal line is positioned above the text.

Q U E S T I O N S ?

Now's let's hear
from you!

Raise[®]
2022

Contact me!



Erica Waasdorp

President, A Direct Solution
[linkedin.com/in/erica-waasdorp-544b74](https://www.linkedin.com/in/erica-waasdorp-544b74)
erica@adirectsolution.com
508 428-4753
Download the monthly donor road map and more:
www.adirectsolution.com

Your Monthly Donor Road-Map

Starting a monthly donor program does not have to be scary. It is not complicated. If you follow the Monthly Donor Road Map and follow the Step-by-Step directions, you'll be at your destination in no time. The key is you have to get in the car and start driving!

STEP 1: ASSIGN THE "DRIVER"
Assign the "driver" to be responsible for the program. This person will be the one who will be responsible for the program. They will be the one who will be responsible for the program. They will be the one who will be responsible for the program.

STEP 2: START YOUR JOURNEY
Start your journey by identifying your goals. What do you want to achieve? How do you want to achieve it? What resources do you need? What challenges do you face? Start your journey by identifying your goals.

STEP 3: IDENTIFY YOUR AUDIENCE
Identify your audience. Who are you trying to reach? What are their needs? What are their interests? Identify your audience.

STEP 4: RESEARCH YOUR AUDIENCE
Research your audience. What are their needs? What are their interests? What are their pain points? Research your audience.

STEP 5: SET UP YOUR WEBSITE
Set up your website. Your website is the heart of your donor program. It should be easy to use and provide a clear path to donation. Set up your website.

STEP 6: RESEARCH YOUR WEBSITE
Research your website. Is it user-friendly? Is it mobile-responsive? Is it secure? Research your website.

STEP 7: CREATE AUTO RESPONDER
Create an auto-responder. This will help you communicate with your donors automatically. Create an auto-responder.

STEP 8: CREATE EMAIL THANK YOU MESSAGE
Create an email thank you message. This will help you show your appreciation for your donors. Create an email thank you message.

STEP 9: CREATE THANK YOU LETTER
Create a thank you letter. This will help you show your appreciation for your donors. Create a thank you letter.

STEP 10: SET UP YOUR DONOR LIST
Set up your donor list. This will help you track your donors and their contributions. Set up your donor list.

STEP 11: CREATE FIRST EMAIL, MESSAGE WITH STORY & ASK FOR MONTHLY DONATIONS
Create your first email. This will help you reach your donors and ask for their monthly donations. Create your first email.

STEP 12: CREATE DEMANDER EMAIL TO FOLLOW UP
Create a demander email. This will help you follow up with your donors and ask for their monthly donations. Create a demander email.

STEP 13: RESEARCH YOUR WEBSITE
Research your website. Is it user-friendly? Is it mobile-responsive? Is it secure? Research your website.

STEP 14: CREATE EMAIL SO YOU CAN EASILY TRACK YOUR MONTHLY DONORS
Create an email to track your donors. This will help you track your donors and their contributions. Create an email to track your donors.

STEP 15: RESEARCH YOUR WEBSITE
Research your website. Is it user-friendly? Is it mobile-responsive? Is it secure? Research your website.

STEP 16: ADD PAYMENT TO DONOR LIST
Add payment to donor list. This will help you track your donors and their contributions. Add payment to donor list.

STEP 17: GENERATE REPORT & SHARE RESULTS
Generate a report and share results. This will help you track your donors and their contributions. Generate a report and share results.

STEP 18: YOU'VE REACHED YOUR DESTINATION
You've reached your destination. Congratulations! You've successfully started your monthly donor program. You've reached your destination.

Meet the Author
Erica Waasdorp, President of A Direct Solution, has led countless client responses and fundraising and can be considered a fundraising expert. Building partnerships and creating a strong financial foundation for nonprofit organizations and their clients is her passion. Erica has over 20 years of experience in fundraising and nonprofit operations. She has worked with numerous nonprofit organizations and has helped them to reach their goals. Erica is a frequent speaker at fundraising events and has been featured in several publications. She is also a member of the National Council on Non-Profit and the American College of Fundraising Executives.



A blue-tinted photograph of the Chicago skyline, featuring the Willis Tower and other skyscrapers, with a marina full of boats in the foreground. The image is overlaid with a semi-transparent blue filter and large, light-blue geometric shapes.

Raise[®] 2022

FOLLOW US ON SOCIAL

#2022RAISE



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[@onecauseteam](https://instagram.com/onecauseteam)



linkedin.com/company/onecause

