



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

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

Q&A Session Involvement

Build My Recurring Donor Program, Please.



Raise[®]
2022

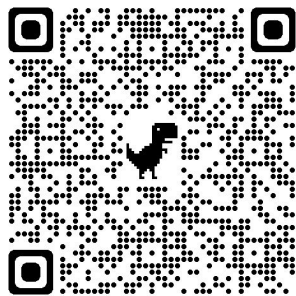
Welcome!



Nicholas Kristock

Founder and CEO of **KindKatch**

Founder/Executive Director of  **FLEECE**
& THANK YOU




Build My Recurring Donor
Program, Please



“Recurring donors are tough.”

The room currently has two kinds of individuals in it.

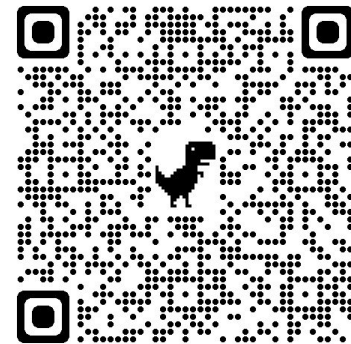


The background of the slide is a blue-tinted photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower. The image is overlaid with a semi-transparent blue layer and large, light-blue geometric shapes, including triangles and a large 'X' pattern. The text is centered in the upper half of the image.

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

The background of the slide is a photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower. The image is overlaid with a semi-transparent blue filter. Large, dark blue geometric shapes, including triangles and polygons, are layered over the skyline, creating a modern, abstract design. The text is centered in a white, sans-serif font.

“Did I choose the wrong session?”



Agenda

1. Recurring gifts: why?
2. What are donors thinking when it comes to the recurring experience?
3. Why does it matter to me?
- 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.



Why on earth would someone give me a recurring gift?!

- Low Barrier to Purchase



Low Barrier To Purchase

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.

ⓘ 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)	\$9.99	\$15.49	\$19.99
Number of screens you can watch on at the same time	1	2	4
Number of phones or tablets you can have downloads 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](#)

“Offer a range of monthly options and emphasize that you can cancel at any time.”

Why on earth would someone give me a recurring gift?!

- Low Barrier to Purchase
- Sense of Exclusivity & Belonging



Sense of Exclusivity & Belonging

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

...they, change their plan.

	Basic	Standard	Premium
	\$9.99	\$15.49	\$19.99
	1	2	4

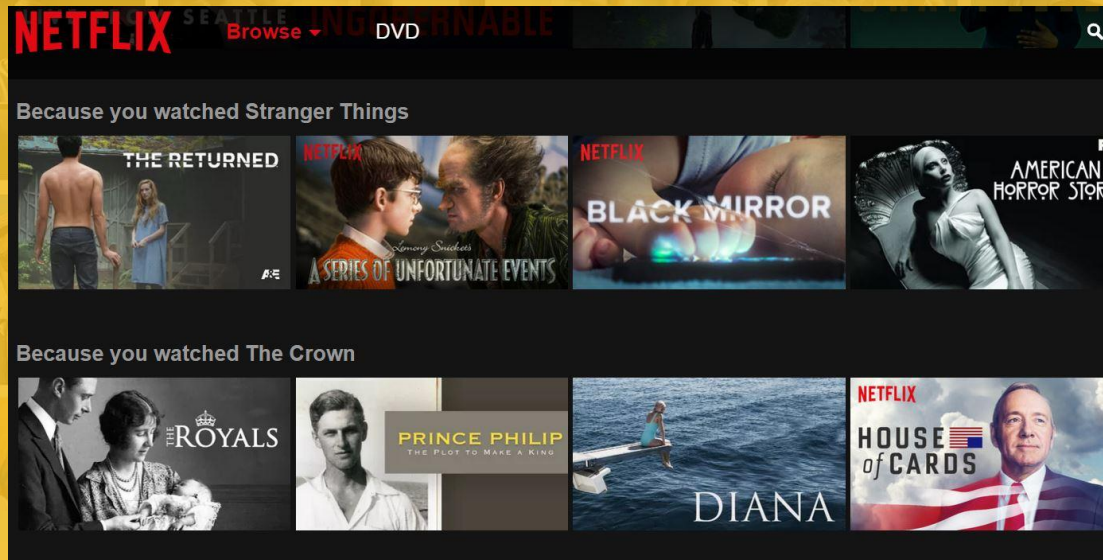
“People long to belong.”

Why on earth would someone give me a recurring gift?!

- Low Barrier to Purchase
- Sense of Exclusivity & Belonging
- Positive Reinforcement & Reward Uncertainty



Positive Reinforcement and 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."

“I wish I could read my donor’s
mind.”



What are my donors thinking when it comes to a recurring giving experience?

- 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

Transparency + consistency are key.

What are my donors thinking when it comes to a recurring giving experience?

- Personalization
- Social Proof

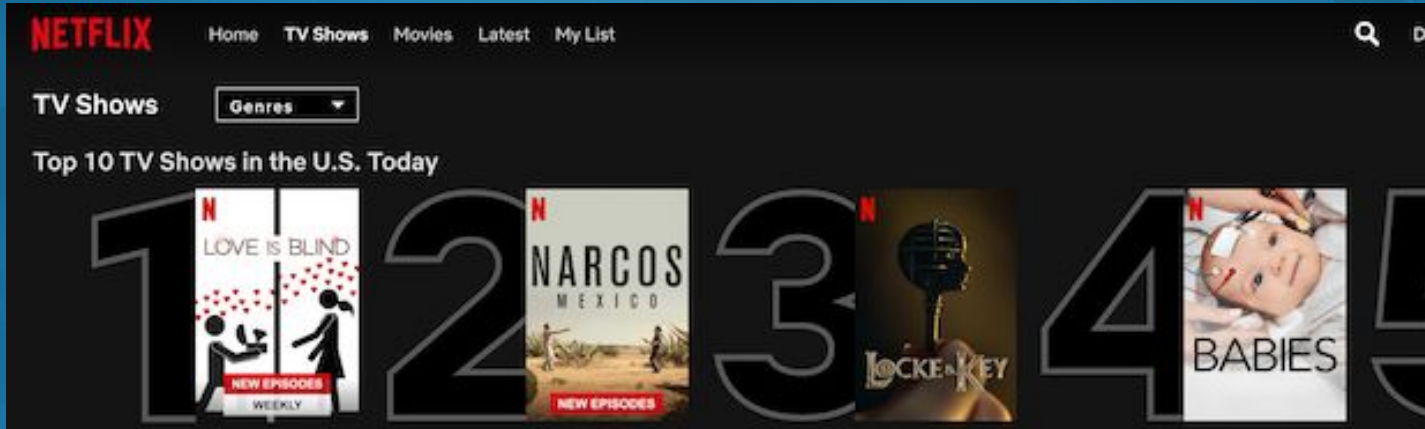




Social Proof

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.**

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



What are my donors thinking when it comes to a recurring giving experience?

- Personalization
- Social Proof
- Trending



Trending Now

Girls Night In

NETFLIX ORIGINALS




Trending Now



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

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



A background image of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower, viewed from across a body of water with many boats. The entire image is covered with a semi-transparent blue overlay.

“What does this mean for me,
mister?”

– anonymous crowd member



Real Applications For You

- Data IS Important
- Your Journey Should Be On Purpose
- Media Superiority Effect

Data IS important.

- The average monthly recurring gift is \$30
- Recurring donors give an average of 42% more than a one-time donor
- Lifetime revenue of recurring donors is 600%–800% higher than annual donors

Data fuels personalization.

- **7 Pieces of Contact Info**
 - Basic contact info (full name, email, mobile #, etc.)
 - Engagement history
 - Employer & Job Title
 - Matching gift eligibility
 - Wealth level
 - Hobbies and interests
 - How they found you



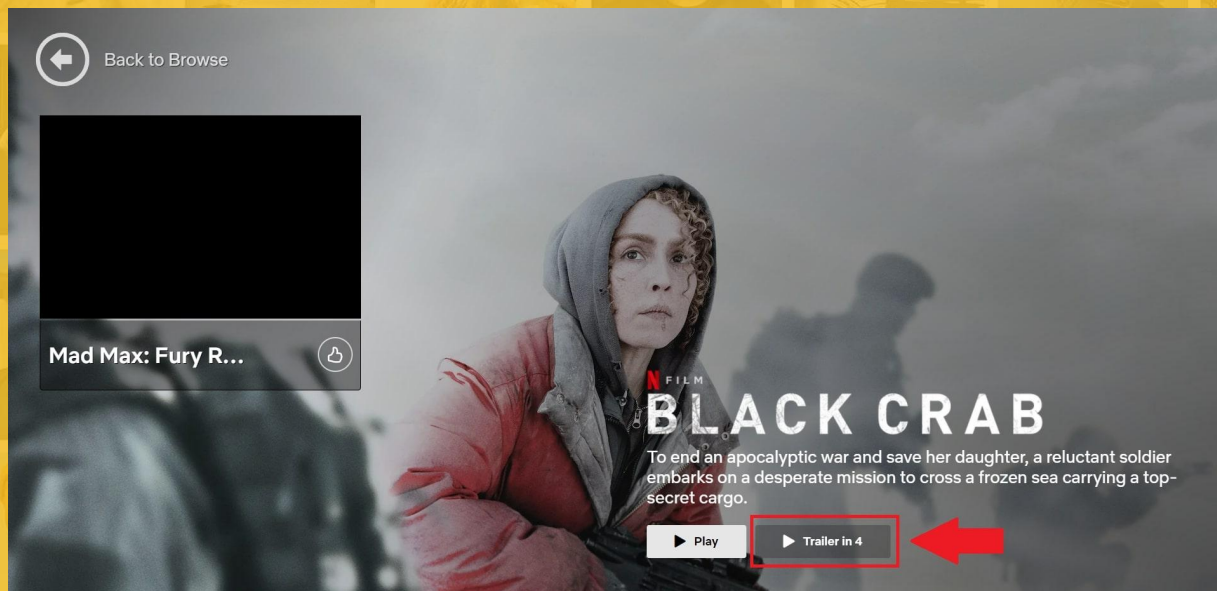
Data helps tell better stories.

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

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

Media Superiority Effect



“When possible, let media talk for you.”

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



A little bit.



A lot bit.





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



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
- Sense of Exclusivity & Belonging
- Operant Conditioning

2. Things the recurring giving experience should include

- Personalization
- Social Proof
- Trending

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

- Data IS Important
- Your Journey Should Be On Purpose
- Media Superiority Effect

Resource: Recurring Giving Video Playbook

What's in it?

- Video scripts
- Email and text templates
- Segmentation strategy
- Donor journey strategy

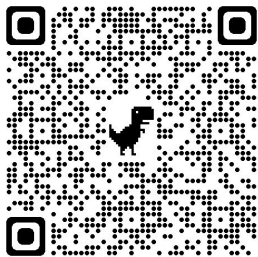
Hit the QR code to view



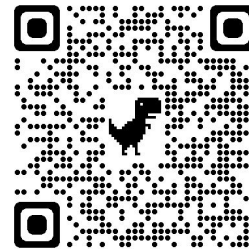
Let's stay friends.

Nicholas Kristock

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Build My Recurring Donor
Program, Please



Recurring Giving Video
Playbook

#1 Most Viewed Youtube
Video of All Time

Q&A Session Involvement

Let's Build A Recurring Donor Program

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A blue-tinted photograph of the Chicago skyline, featuring the Willis Tower and other skyscrapers, with a body of water in the foreground filled with sailboats.

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