



06

22

Find Your Besties

*Data-Backed Tactics for Marketing a
Recurring Giving Program*

Who Am I?

- 13+ years in the nonprofit tech industry
- Passionate about understanding what donors want from the nonprofits they support (and what you can do about it)
- Researcher, writer, and speaker at Neon One



**What's Going On
In 2026?**



According to the Q4 2025 FEP Report...

DONORS

-3.6%

(+/- 0.5%)

YOY change

Number of Donors Are Down

DOLLARS

+5.0%

(+/- 0.5%)

YOY change

Charitable Dollars Are Up

RETENTION

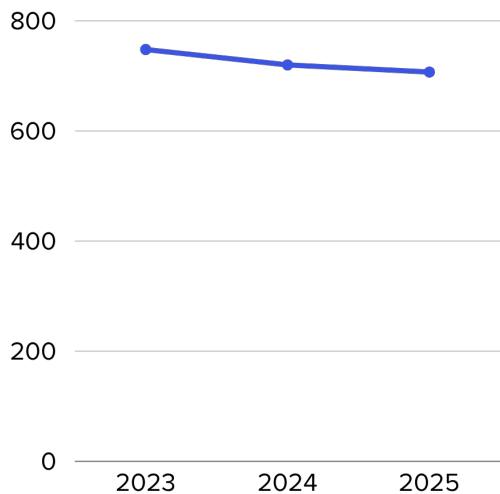
+0.2

(+/- 0.19 p.p.)

YOY change

Retention Rates Are Flat(ish)

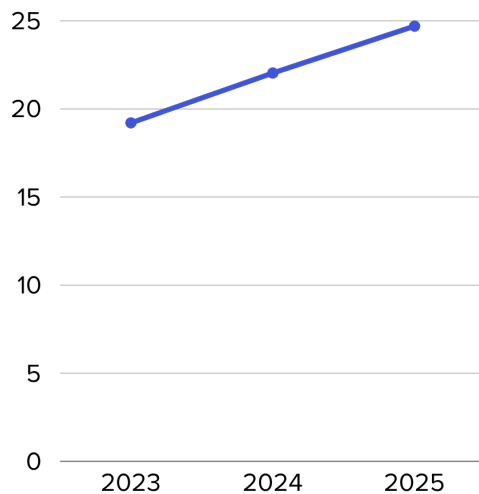
AVERAGE NUMBER OF SUPPORTERS



- 5.48%

2023-2025 Active Supporters

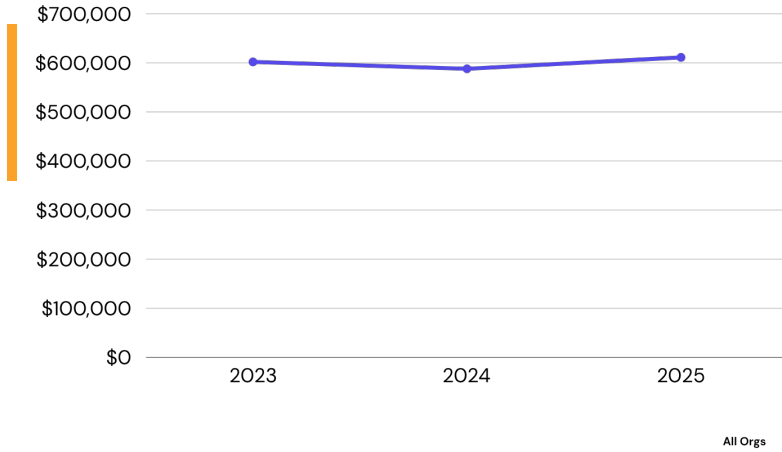
AVERAGE NUMBER OF RECURRING DONORS



+ 31.58%

2023-2025 Recurring Donors

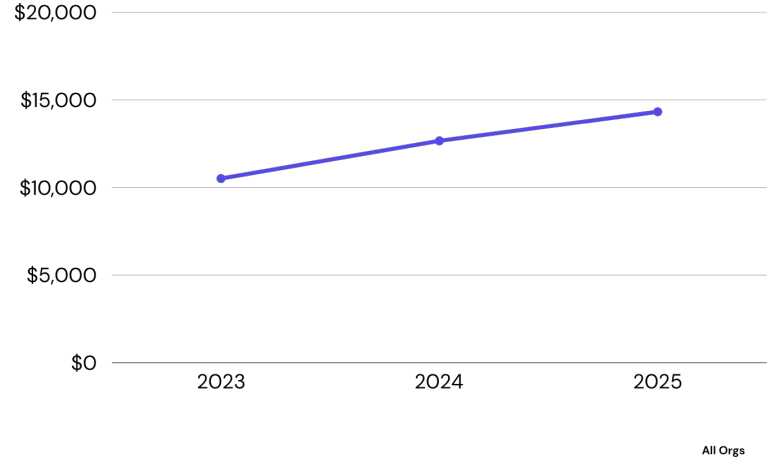
AVERAGE DONATION REVENUE



+ 1.53%

2023-2025 Donation Revenue

AVERAGE RECURRING REVENUE



+ 36.25%

2023-2025 *Recurring* Donation Revenue

Should Your Marketing Team Focus on Recurring Giving Programs?



32.41%

retention rate

1.65 years

donor lifetime

\$2,186.00

average annual giving

\$3,606.90

average lifetime value



79.11%

retention rate

7.77 years

donor lifetime

\$938.00

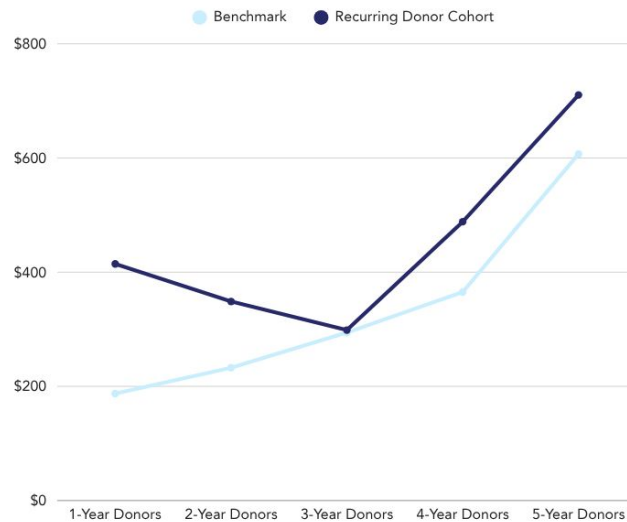
average annual giving

\$7,288.26

average lifetime value

Recurring donors stay engaged much longer than one-time givers, and **they tend to increase their annual giving more rapidly over time.**

Average Annual Recurring Donor Giving



Recurring donors often support their favorite nonprofits in **multiple overlapping ways**.



Recurring donors are a fundraiser's best friends.

The effort you put into marketing a recurring giving program will have an impact long after your campaign concludes!



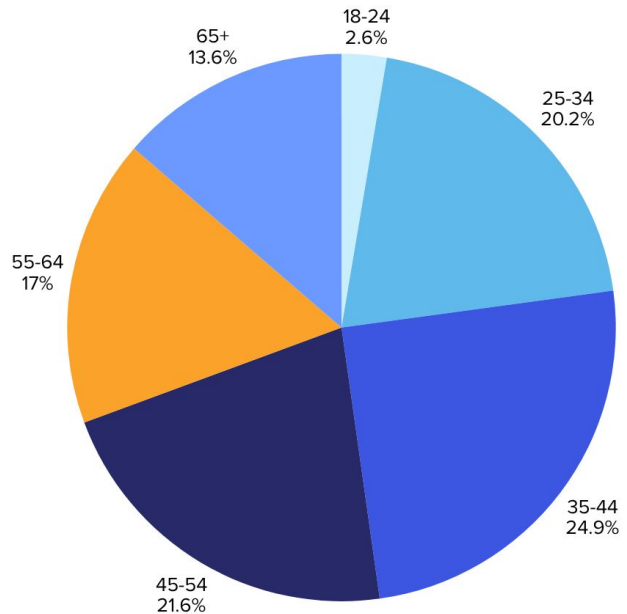
Who Are You Marketing To?

Who Are They?

People of all ages make recurring donations.

Of all age groups, people who are under the age of 24 are least-represented in our panel.

HOW OLD ARE RECURRING DONORS?



Who Are They?

People from **all income levels** are represented in our panel.

People making \$75,000+ annually were most likely to make recurring gifts.

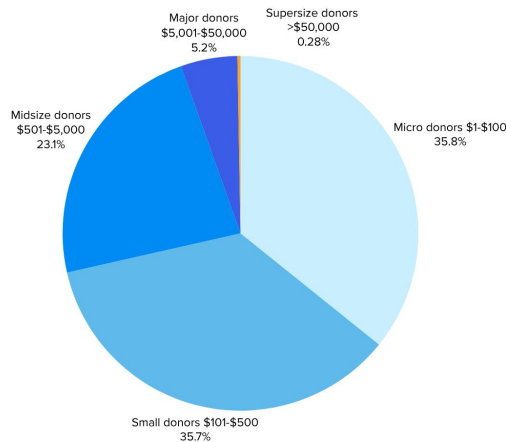
Range	All Responses	Recurring Donors	Recurring Δ from Baseline
<\$25,000	10.7%	8.8%	-1.9%
\$25,000-\$49,999	20.7%	16.9%	-3.8%
\$50,000-\$74,999	21.1%	19.8%	-1.3%
\$75,000-\$99,999	15.0%	16.6%	+1.6%
\$100,000-\$149,999	17.9%	21%	+3.1%
\$150,000-\$199,999	7.4%	7.9%	+0.5%
\$200,000-\$249,999	3.3%	3.5%	+0.2%
>\$250,000	4.0%	5.6%	+1.6%

Who Are They?

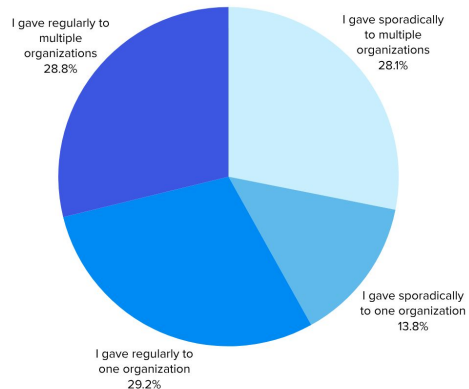
94.5% of people who made recurring gifts were **everyday donors**—people who give <\$5,000 annually.

56.9% of them reported **supporting multiple organizations** in the last year.

AVERAGE ANNUAL GIVING



WHAT BEST DESCRIBES YOUR GIVING OVER THE LAST 12 MONTHS?



Bring It All Together

When building your marketing plan, focus on these key demographics:

- ★ Adults
- ★ Relatively well-established
- ★ Everyday donors

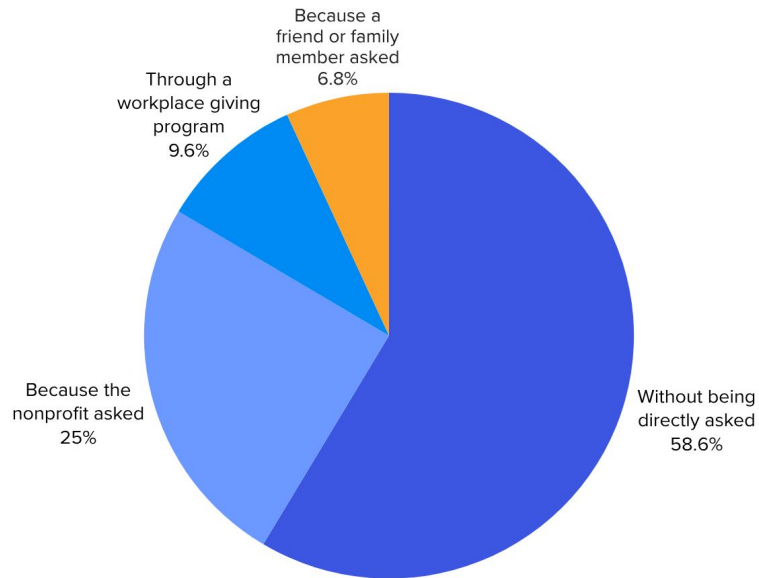


What Motivates Them to Give?

How Do They Give?

Most people said they made recurring gifts **without being asked** to do so...

I MADE MY RECURRING GIFT...

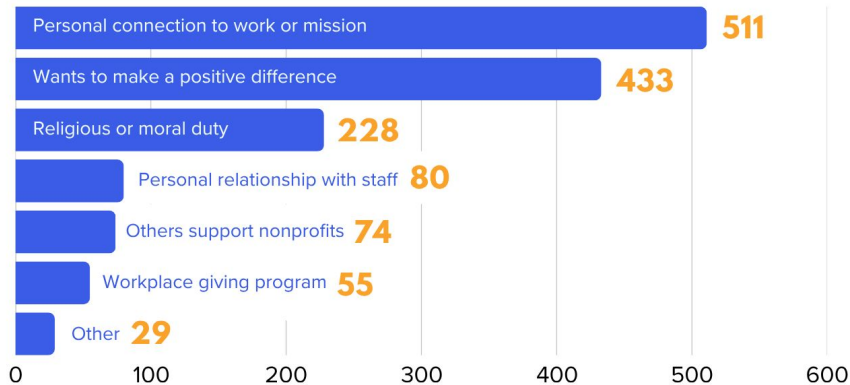


How Do They Give?

Most people said they made recurring gifts **without being asked** to do so...

... And that they were motivated by a **personal connection** to the work or cause and the **desire to make a difference**.

WHAT MOTIVATES RECURRING DONORS TO GIVE?
(CHOOSE THREE)



How Do They Give?

Seeing a nonprofit **doing important work in their communities** was the #1 driver of recurring gifts...

OVER THE LAST YEAR, WHAT INTERACTION PROMPTED YOU TO MAKE A DONATION TO A NONPROFIT?

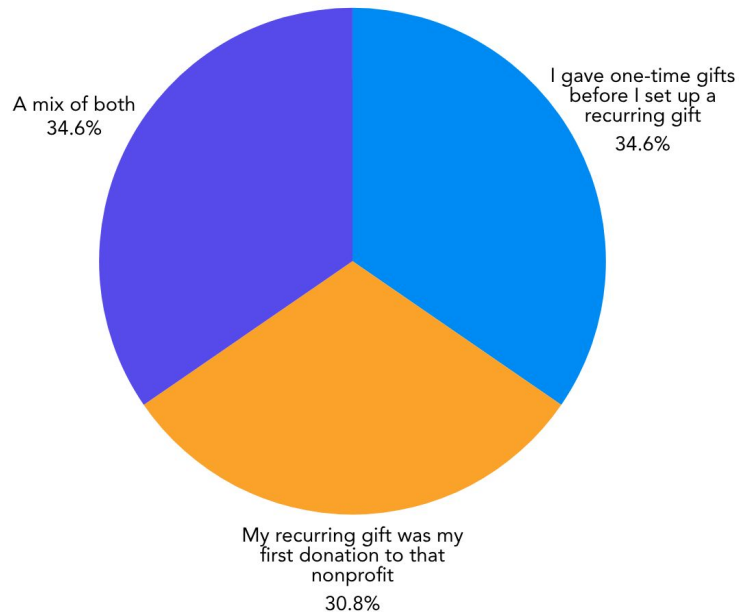


How Do They Give?

Seeing a nonprofit **doing important work in their communities** was the #1 driver of recurring gifts...

... Many of which were the donor's **first-ever donation** to that nonprofit.

WHAT BEST DESCRIBES YOUR RECURRING DONATIONS?



Bring It All Together

When you're promoting your recurring giving program:

- ★ Remember you're talking to both new and existing donors
- ★ Focus on establishing emotional connections
- ★ Show donors their impact



What to Do After the First Gift

Why Do They Stay?

Recurring donors have high retention rates and long lifetimes.

Only **15.5% of our panel** said they had stopped giving to a nonprofit they once supported.



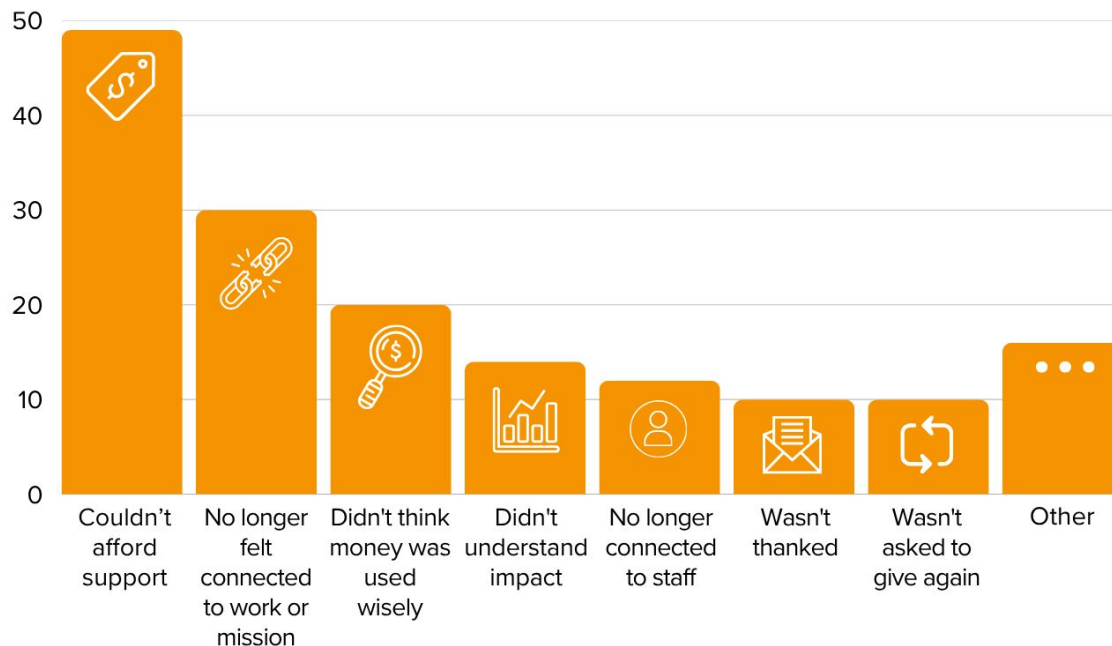
Why Do They Stay?

WHY DID YOU KEEP GIVING TO A NONPROFIT?



Why Do They Stay?

WHY DID YOU STOP GIVING TO A NONPROFIT YOU SUPPORTED?



What Do They Expect?

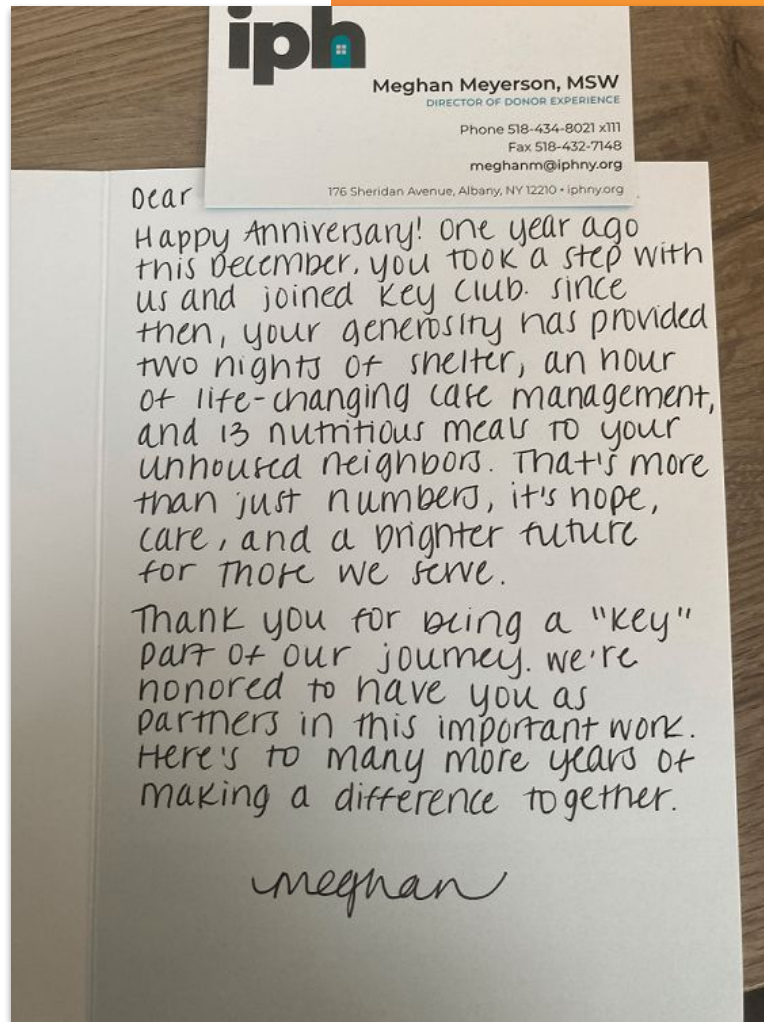
WHAT COMMUNICATIONS DO RECURRING DONORS EXPECT?



Bring It All Together

When communicating with your recurring supporters:

- ★ Strengthen personal connections and relationships
- ★ Send updates about about programming and impact
- ★ Have a plan for engaging lapsed donors



Practical Marketing Tips (with Examples!)

In Your Marketing...

Share your work, talk about recurring gifts, and invite people to get in on the fun.

Ask them to do it.

Then make it easy to act.

As always, thank you for being a LkldNow reader,

Support this work



Trinity Laurino
Executive Director, LkldNow



Anna Toms
Newsroom Lead, LkldNow

LkldNow: Always free. Community supported.

Please join your neighbors who support independent journalism that serves the community and fosters civic engagement.

Choose a one-time gift ↴

\$10	\$50
\$100	Other

Your contribution is appreciated.

Donate Now

Or

Make it a monthly gift ↴

\$5	\$10	\$25	Other	per month
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Choose a one-time, or monthly recurring donation. **Cancel at anytime.**
Thank you for supporting independent local news for Lakeland.

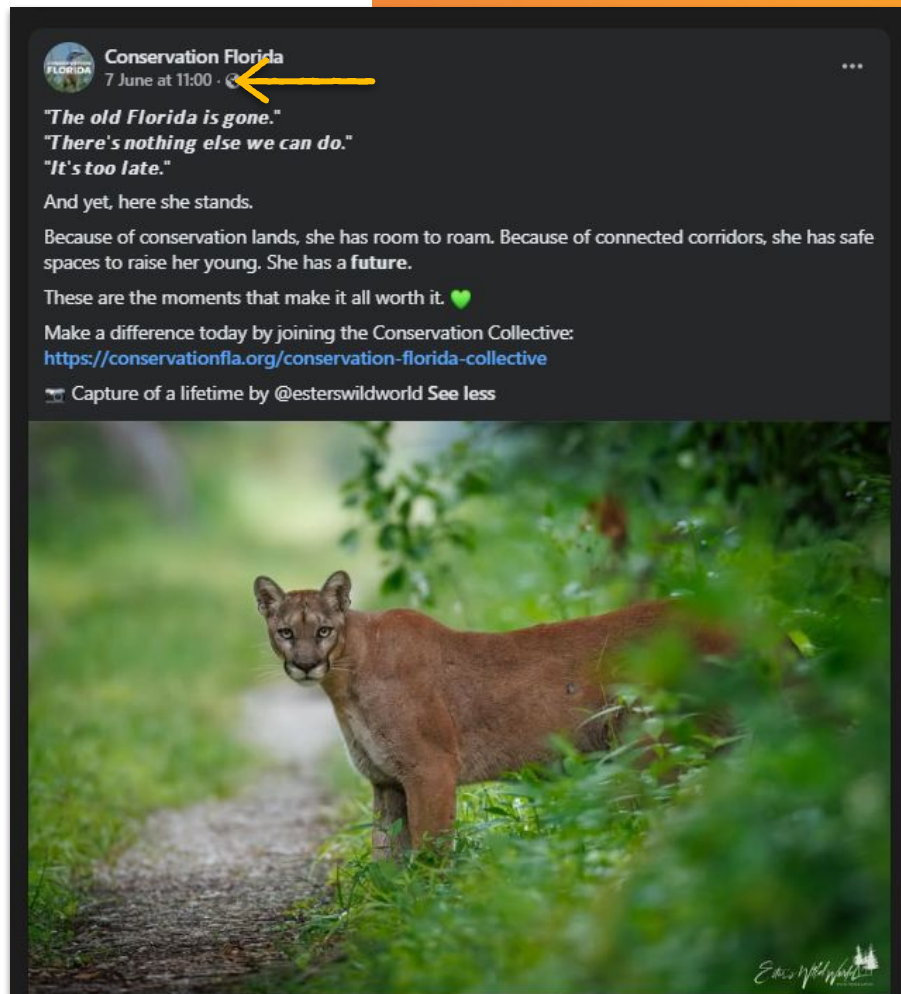
Donate Now

In Your Marketing...

77% of recurring donors do not prefer to give at any particular time of the year.

Ask for this type of gift regularly.

Don't limit yourself to asking when you always do!



In Your Marketing...

Be visible in your community and on multiple online channels.

Remember: 41.6% of our recurring donor panel gave because **they noticed a nonprofit doing important work.**



IPH · Follow
9 January · 🌐

Make monthly giving your new year's resolution.

IPH's Key Club members donate monthly making it possible for IPH to show up consistently for people facing homelessness. They also give us the flexibility to plan ahead, respond quickly, and sustain the services our neighbors deserve.

This year, we're hoping to do even more together by recruiting 12 new Key Club members - one for each month of 2026. As you set your intentions for the year ahead, make one that will last all year long and join Key Club at www.iphny.org/keyclub. [See less](#)

Make Monthly Giving Your New Year's Resolution

iph **KEY CLUB**
MONTHLY GIVING COMMUNITY

Join **IPH's Key Club** and create stability, shelter, and housing *all year long.*

[Join at iphny.org/keyclub](http://iphny.org/keyclub)

“Just wanted to thank you for picking up my call today. You gave me a ton of information and ideas and do's and don't's.”

 **Alzheimer's** | SAN DIEGO



Welcome home, Howard

With stable housing, Howard has a place where his son can visit and feel at home.

iph



Become a Hope Hero

Your monthly donation transforms you into a Hope Hero, a vital member of Our Pack. This steady support gives us the security to cover basic needs and focus on rescuing more at risk momma dogs and puppies from Texas shelters. With your commitment, we can dream bigger, reach further, and save more lives.

[SET UP A MONTHLY GIVING](#)

In Your Marketing...

Be transparent.

Recurring donors are more likely to research nonprofits before making a gift.

Focus on building trust via your website and social channels.



Your dollars in action in 2025



18,484 times support, education, respite, and social connection were provided

5,720 conversations with our supportive services team



1,049 attendees at 166 community education and trainings

246 participants returned for social activities and connection 2,118 times

3,520 hours of respite for family caregivers



2,175 first time clients who contacted our supportive services team



641 support group meetings

14,135 volunteer hours, valued at \$567,381

\$0 cost to participants: all of our programs are free of charge



In Your Comms...

Affordability is the #1 reason these donors churn. Look for ways to:

- ★ Give people the ability to pause their gifts
- ★ Give them other ways to stay involved with your work



In Your Comms...

Most other churn reasons are **preventable with good communications** that:

- ★ Reinforce emotional connections to the cause
- ★ Relate donor impact
- ★ Keep people informed



**People are willing and able
to support you with
recurring donations.**

Let them!



Get Your Report & Come Say Hi!

Visit us at table #17

