MAGIC IN MONTHLY GIVING

if only raising money was as easy as waiving a wand
DRAGONS

UNICORNS

WIZARDS
Would you consider making a generous gift to support this very important cause?

I’d love to show you all the great work that’s being done...

How about small monthly gift that will do amazing things all year long?

EWW. NO. BYE.
YEEEEEAAAHHH

I'M GONNA NEED YOU TO BRING MORE DATA
IS THERE GROWTH IN THE NONPROFIT SECTOR?
NATIONAL GIVING DATA IN BILLIONS, 2017

Inflation-adjusted dollars, 2017 = $100
- Current dollars
- Inflation-adjusted dollars in recession

$410.02 in 2017
$390.05 in 2016
$373.25 in 2015
$3358.38 in 2014
$335.17 in 2013

*Source: Giving USA 2018: The Annual Report on Philanthropy for Year 2017
IS THERE GROWTH IN THE NONPROFIT SECTOR?
TOTAL GIVING AS A PERCENTAGE OF GDP, 2017

*Source: Giving USA 2018: The Annual Report on Philanthropy for Year 2017*
ARE ACQUISITION SOURCES SHRINKING?
GIVING BY GENERATION, 2018

- **Gen Z (GZ)**: 44% Give
  - 9.3M donors
  - $341 yr./avg.
  - 4.6 charities
  - $3.2 billion/yr.

- **Millennials (M)**: 51% Give
  - 34.1M donors
  - $591 yr./avg.
  - 3.5 charities
  - $20.1 billion/yr.

- **Gen X (GX)**: 55% Give
  - 35.8M donors
  - $921 yr./avg.
  - 3.8 charities
  - $32.9 billion/yr.

- **Boomers (B)**: 75% Give
  - 55.3M donors
  - $1,061 yr./avg.
  - 4.2 charities
  - $56.6 billion/yr.

- **Matures (Ma)**: 78% Give
  - 23.5M donors
  - $1,235 yr./avg.
  - 6.3 charities
  - $29.0 billion/yr.

*Source: Blackbaud, Next Generation of Giving, 2018
**IS THERE A RETENTION PROBLEM?**
**NATIONAL GIFT AND DONOR RETENTION DATA**

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall Gift Retention Rate</th>
<th>Overall Donor Retention Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>46.4%</td>
<td>49.7%</td>
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<tr>
<td>2006</td>
<td>44.5%</td>
<td>46.2%</td>
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<tr>
<td>2007</td>
<td>48.1%</td>
<td>46.7%</td>
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<tr>
<td>2008</td>
<td>43.3%</td>
<td>45.2%</td>
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<tr>
<td>2009</td>
<td>43.0%</td>
<td>40.5%</td>
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<tr>
<td>2010</td>
<td>45.1%</td>
<td>42.7%</td>
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<tr>
<td>2011</td>
<td>45.0%</td>
<td>41.5%</td>
</tr>
<tr>
<td>2012</td>
<td>43.4%</td>
<td>43.2%</td>
</tr>
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<td>45.5%</td>
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<td>2017</td>
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<td>45.5%</td>
</tr>
<tr>
<td>Average</td>
<td>45.9%</td>
<td>44.7%</td>
</tr>
</tbody>
</table>

*Source: Fundraising Effectiveness Project Survey Report, 2018*
DRAGONS

limited growth in the sector
shrinking acquisition sources
donor fatigue and retention
high costs
UNICORNS
I want to give to your organization every month. Consistently. Because you are amazing.
Why do we love monthly donors?
MONTHLY DONORS VS. ANNUAL DONORS

AVERAGE ANNUAL RETAINED REVENUE FOR DONORS ACQUIRED IN 2006

- 76,982 new donors gave a single gift in 2006; just 3% were still giving in 2015
- 14,143 new donors gave a sustainer gift in 2006; 13% were still giving in 2015
- 640 new donors gave a single gift in 2006 and a sustainer gift in 2008; 29% were still giving in 2015

*Source: Blackbaud, Sustainers in Focus Report, 2018c*
EFFECT OF WEBSITE DEFAULT GIVING ON REVENUE

*Source: Blackbaud, Sustainers in Focus Report, 2018*
Make history with us.
We are a passionate community of world-changers who are working toward the day when everyone has clean water to drink. This is our story.

Invest in a world where everyone has clean water.
100% brings clean water to people in need.

Enter an amount to give per month

$60 USD/MONTH

DONATE MONTHLY
Invest in a world where everyone has clean water.
100% brings clean water to people in need.

Giving $10 per month (edit amount)

4926 Old National Pike
Frederick 21702
United States

DONATE $10 MONTHLY

Your $10.00 monthly donation can give 4 people clean water every year. 100% funds water projects.
World Change Starts with You

Your investment in education will leave a lasting legacy of transformation for millions of children across the globe.

$75

DONATE ONCE OR DONATE MONTHLY
Reading Is Empowering

As a champion for children's literacy, Reading Is Fundamental knows the literacy crisis is real. It's a startling realization that 25 million children in the U.S. today cannot read proficiently. Join RIF and help children build literacy skills for life.

Donation Amount*

- $50
- $30
- $25
- $15
- Other

One-time Monthly

Would you like to dedicate this gift?

☑ Yes, I would like to give in honor or memory of someone special

NEXT >
PLEASE READ CAREFULLY BEFORE FILLING OUT THIS FORM!

You are making a sustaining monthly gift. If you would like to make a one-time gift, please UNCHECK the box below under Donation Amount.

CLICK HERE TO UPDATE YOUR CREDIT CARD INFORMATION
CLICK HERE IF YOU WOULD LIKE TO CHANGE YOUR MONTHLY SUSTAINING PLEDGE.

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**Donation Amount**

- MAKE THIS A MONTHLY DONATION

All donations are billed monthly. To make a one-time gift, un-check the monthly donation box above.

- $10/mo
- $15/mo
- $20/mo
- $25/mo
- $30/mo
- $40/mo
- $100/mo

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**Summary:**

Please select an amount.

- Sign me up for email updates from WYPR*

*Includes our newsletter and member benefits such as discounted & advanced ticket sale emails.
OXFAM PARTNER: UPDATE MY MONTHLY GIFT!

Thank you for your monthly support of Oxfam America’s work in saving lives, helping people overcome poverty, and campaigning for social change.

The ongoing support you provide as an Oxfam Partner is one of the most effective ways to help people living in poverty build better lives for themselves.

Why should you renew your monthly gift?

- To help people living in poverty
- It’s simple and easy
- Your gift goes further
- You’ll read about the life-changing programs that Partners help make possible in the Oxfam Closeup magazine and quarterly Impact reports

To renew your monthly gift, please fill out the convenient form below. You can make an additional gift, or get answers to frequently asked questions.

Thank you for your caring support!
Wizards give it a cool name

Make a difference every day with a monthly gift.
Become a Red Cross Champion today.

DONATE NOW

Why making a monthly gift is a great choice:
Let's Go!

75,154 people have started campaigns

CAMPAIGN NAME

Give your campaign a name

CAMPAIGN GOAL

$ 350.00 USD

11 people will get access to clean water

CREATE CAMPAIGN

WANT TO CAMPAIGN AS A TEAM?
Wizards
make the ask personal
give it a cool name
lean on influencers
steward them differently
use free resources
THANK YOU
questions and hopefully answers
live critique of materials
Further Reading

Scott Harrison
Founder & CEO of charity: water

Thirst
A story of redemption, compassion, and a mission to bring clean water to the world
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301-600-1052