

The Four Things EVERY Monthly Donor Wants

*It's easy to keep them giving
month after month!*



Maureen Wallbeoff

PRACTICAL WISDOM FOR NONPROFIT
ACCIDENTAL TECHIES

www.meetmaureen.com



Delight Your Monthly Donors

We all know that sustainer giving programs are very beneficial to nonprofit organizations. But other than adding a monthly giving option to your online donation forms, what can you do to delight these special supporters?

There are four essential technology-related items that can help convert more one-time donors to sustainers (and they'll help keep your existing monthly donors happy too):

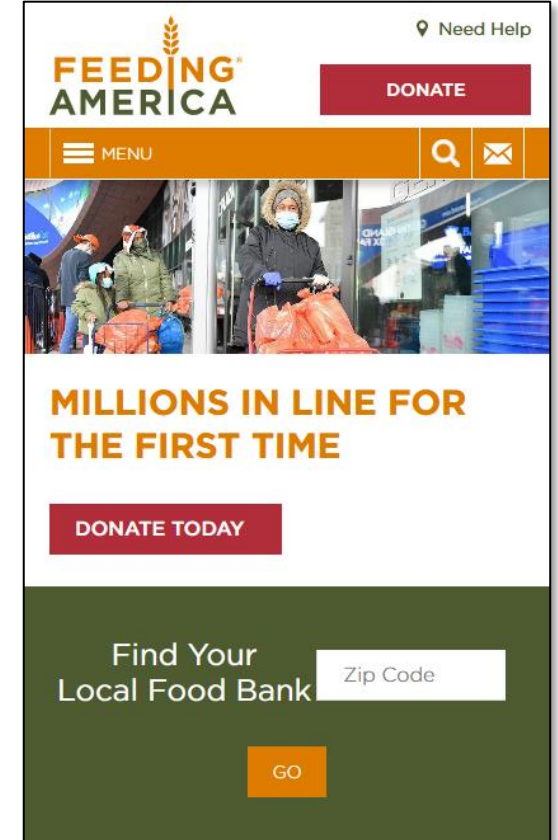
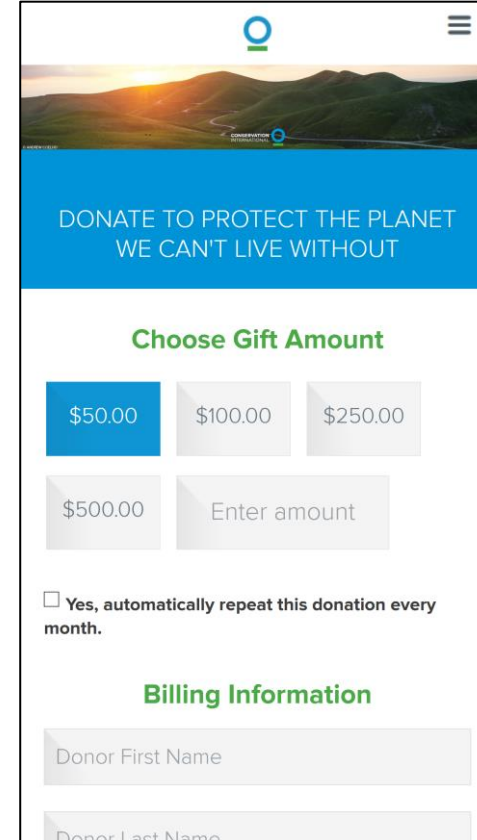
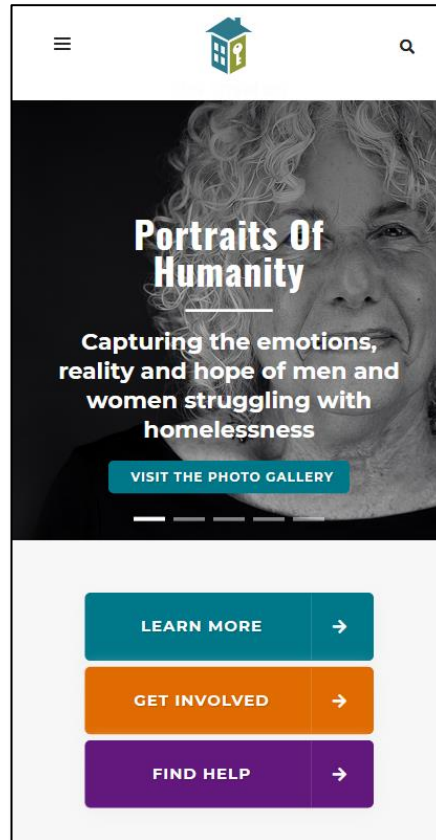
- Mobile Everything
- Payment Options
- Effusive Thanks & Recognition
- The Ability to Manage Their Gift

Let's take a look at them one-by-one!

#1: Mobile Everything

Do these assets work well on a phone or tablet?

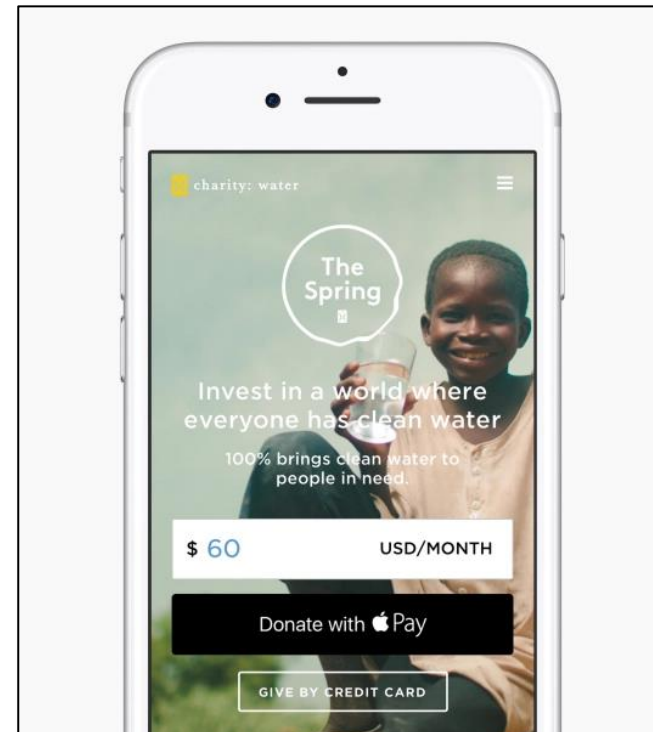
- Website
- Donation Forms
- Surveys
- Email Appeals
- Thank You Pages
- Autoresponders



#2: Payment Options

Do you offer these methods for a monthly donor to make their gift?

- Pay by Check (ACH/EFT)
- All Major Credit Cards
- PayPal
- Apple Pay & Google Wallet
- Shopping Cart Experience



100% of your money brings clean water to people in need.

Giving \$40 per month [\(edit amount\)](#)

CARD PAYPAL BANK

First Name

Last Name

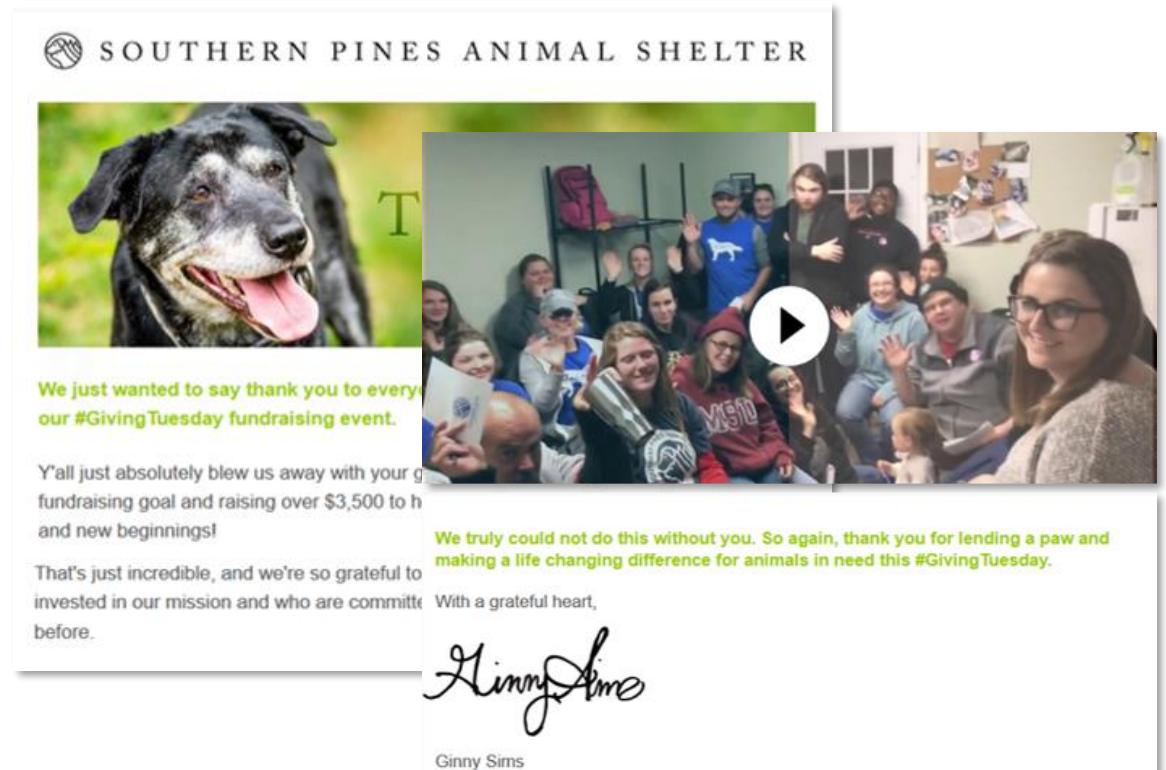
Email

Card number MM / YY


#3: Effusive Thanks & Recognition

Are your donor thank you messages personal and genuine?

- Scrolling Donor Feed
- Thank You Video
- Social Media Shout Out
- Personalized autoresponders
- Text Messages




SOUTHERN PINES ANIMAL SHELTER



We just wanted to say thank you to every one of our #GivingTuesday fundraising event.


You all just absolutely blew us away with your generous support, helping us reach our fundraising goal and raising over \$3,500 to help us reach our goals and new beginnings!

That's just incredible, and we're so grateful to you for being so invested in our mission and who are committed to making a difference before.



We truly could not do this without you. So again, thank you for lending a paw and making a life changing difference for animals in need this #GivingTuesday.

With a grateful heart,



Ginny Sims

#4: The Ability To Manage Their Gift

Does your fundraising system let donors log in securely?

- Update payment method
- Pause & restart gift
- Change donation amount
- Print tax receipts

Recurring Donations

\$25.00 monthly Status **Active**

Recurring ID 123456	Plan created 2020-07-01	Next transaction 2020-08-01
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Campaign
Build for Hope

[EDIT DONATION](#)

Accidental Techie Pep Talk: Keep It Simple

Reduce complexity - most situations call for an *adequate solution* over an *optimal solution*.

Look at other nonprofits and industry thought leaders for monthly donation program ideas.

Make the most of the tools you have - look for ways to improve your existing systems.

Remember that you don't need to build everything at once – create a parking lot for great ideas as they pop up as you manage your monthly giving program over time.

Testing is your friend! Try different donation form layouts, video thank you messages, welcome series, and other innovative tactics. Measure your performance and adjust as needed.



MAUREEN WALLBEOFF

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Maureen has worked with hundreds of organizations across every mission and vertical. She has developed a proven process that maps your nonprofit's strategic and operational goals to the right platforms and business processes – helping you make good decisions about the systems you use to engage your supporters, manage data, and measure performance.

Maureen has authored several guides on nonprofit engagement software and answers questions about nonprofit technology live on Facebook every Friday afternoon. A sought-after speaker and trainer, she has led many live workshops and video webinars around the country.



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Tame Your Nonprofit Tech!

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maureen@meetmaureen.com

- ✓ Strategic Technology Planning
- ✓ Needs Assessments & Road Maps
- ✓ Business Process Improvements
- ✓ Software Evaluation & Selection
- ✓ Migration Planning
- ✓ Migration Project Management & Coaching



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