

Get the real facts about the top five monthly giving myths

Our donors won't go for it

Monthly giving makes sense for you and your donors. It's a convenient, secure way to support your favorite cause. Who wouldn't go for that? It's all in the asking. If you're not getting traction, it's most likely your value proposition isn't resonating with your donors. Tweak it and try again.

Our donors are too old

Statistics show seniors are just as likely to pledge as any other age group. They just may have different reasons. Survey your donor base, find out why they give, and weave that into your monthly giving campaign.



We tried it and it didn't work

Thousands of nonprofits have successful recurring giving programs in place for good reason, they benefit everyone. Just like any marketing effort, monthly giving campaigns need to include proper testing. Subject lines, member benefits, timing, methods—they all impact your results. Test different approaches, give donors a clear and compelling reason, and you'll find what works.

It takes too much time and money/We can't afford it

You don't have to dive into the deep end to make waves. No software? No problem. You can start with something as simple as faxing a completed donor authorization form into a payment processor who'll manage the payments and data for you. As for the asking, sometimes all it takes is adding a monthly giving invitation to your existing marketing efforts—web site pages, appeals, direct mail pieces, emails and newsletters. The reality is—you can't afford not to get started. Most donors will only join a few monthly giving programs, and they don't necessarily choose their favorites. It usually comes down to who asks first. So what are you waiting for?

It's not enough money to make it worthwhile

It's all about perspective. Aside from your major contributors, how much does the average donor give in a year? Chances are it's less than \$100. That same donor giving just \$20 a month for a year bumps that up to \$240. Right there you've more than doubled your average annual gift per donor. And that's not even including the fact that monthly donors typically respond to special appeals. Multiply that increase by a few hundred donors and you now have a base of major gift givers.

**Find out what a difference monthly giving makes.
Call GMS at 800-947-3156 today.**



Source: Harvey McKinnon, author of 'Hidden Gold'

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