

Recurring Donations Secure Critical Programs

For nonprofits working in disaster relief, the challenge of securing funding to operate programs is even more difficult than usual. When your job is responding to volatile events around the world, you never know when your programs will need to kick into full gear, or when you'll need an influx of capital to respond to a crisis. Putting your programs in jeopardy isn't an option when they provide critical, life-saving support.

Team Rubicon, a nonprofit founded in 2010 that deploys teams of veterans to respond to natural disasters, quickly realized that stable financing would be vital to keeping its emergency programs up and running. To provide this financial security, the organization decided to invest in a recurring revenue program. *For Team Rubicon, a recurring revenue program*

meant that the organization would be able to respond to natural disasters almost as they were happening, rather than waiting for donations to come in post-facto and then figuring out how many volunteers they could send in – when it might be too late.

By 2011, the organization had already established an 11-day campaign

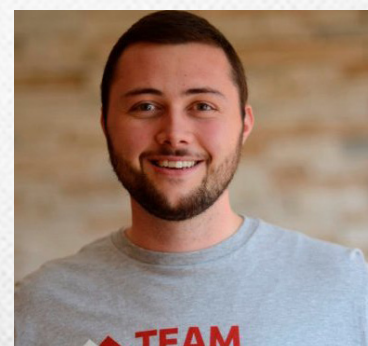
dedicated to recruiting recurring monthly donors. Today, Team Rubicon operates two programs to ensure its recurring revenue initiative continues to grow. There's the 11-day kickoff campaign to recruit recurring donors and the long-term program to engage those donors.

“WE TAKE A LOT OF PRIDE IN OUR [MONTHLY DONORS, THE] SUPPORT SQUAD, AND HAVE WORKED HARD TO DEVELOP A PROGRAM THAT INVOLVES REGULAR COMMUNICATION THAT IS RELEVANT TO OUR DONORS. THE SUPPORT SQUAD IS SO CRITICAL TO THE SUCCESS OF TEAM RUBICON, THAT WE ARE COMMITTED TO ADDING 1,100 NEW MEMBERS DURING THE 2014 ELEVEN11 CAMPAIGN.”

MONTHLY DONATIONS
FROM THE
SUPPORT SQUAD



RESPONSE TEAMS
ON THE GROUND
TEAM RUBICON



— MATT SCOTT
ONLINE DONATIONS & DONOR
ENGAGEMENT COORDINATOR

Getting Creative and Making Connections

Not everyone is going to understand the importance of committing to a monthly donation right off the bat. Sometimes, it's difficult to figure out why an organization might require this type of ongoing financial support. After all, donors might assume that you have hundreds or thousands of other supporters offering up one-time donations or major donors providing large cash gifts. When you are launching a recurring donation campaign, it is important to connect the dots for supporters and outline why

their monthly contributions are important and how they will be used to advance the mission.

Team Rubicon understood this when they rolled out their first Eleven11 campaign on Veterans Day (11/11) in 2011 and asked supporters to commit to an \$11 monthly commitment. Through the campaign name, launch date and suggested monthly commitment, Team Rubicon was able to create a cohesive campaign theme. And by

connecting different giving levels with tangible outcomes, they reinforced to donors why their participation was so important.

ELEVEN11 2013 CAMPAIGN INCENTIVES

	\$5/MONTH	=	OUTFIT A VOLUNTEER W/ PPE
	\$10/MONTH	=	INCIDENT MANAGEMENT TRAINING FOR 1 VOLUNTEER
	\$25/MONTH	=	TOOLS, TACTICS & TECHNIQUES TRAINING FOR 1 VOLUNTEER
	\$50/MONTH	=	DEPLOY A STRIKE TEAM
	\$100/MONTH	=	BUILD A FORWARD OPERATING BASE

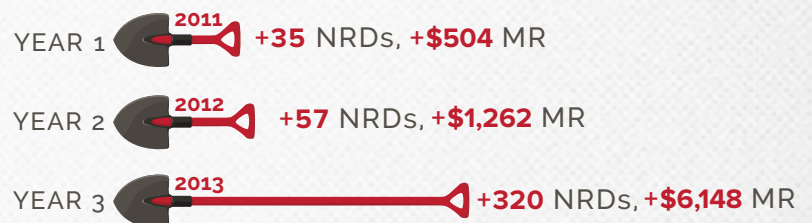
Creating an Internal Club

What else can motivate people to make a monthly donation? Promise to make them part of your inner circle; after all, everyone loves to be part of an exclusive club. Team Rubicon calls its monthly donors the "Support Squad," and uses special offers to help encourage this group to become even more engaged with the organization over time. Matt Scott explains:

"TO ADD TO THE ALLURE OF THE CAMPAIGN, WE CREATED THE SUPPORT SQUAD, MADE UP OF MONTHLY CONTRIBUTORS TO TR WHO WOULD PROVIDE LOGISTICAL SUPPORT IN THE EVENT OF AN OPERATION. IN EXCHANGE, MEMBERS OF THE SUPPORT SQUAD WOULD GET TR SWAG, ACCESS TO EXCLUSIVE EVENTS AND REGULAR UPDATES."

ELEVEN11 BY THE NUMBERS

NRDs: New Recurring Donors • MR: Add'l Monthly Revenue



HOW WAS THIS YEAR SO SUCCESSFUL? TR SAYS:

"60% of your effort should go into planning the campaign. For us it was about scaling our systems to ensure that we had a way to accurately identify, reach and track existing and new supporters. For that we enlisted the help of Idealist Consulting who helped us configure our Classy/Salesforce integration to meet our specific needs. We also spent time creating custom graphics and a marketing schedule."

1 Year ROI (incorporating donor churn): \$95,000



Hypothetically, if the Eleven11 campaign continued to grow in line with the last few years, the ROI could end up as follows:

YEAR #	# OF DONORS	AVERAGE GIFT (MONTHLY)	AVERAGE GIFT (ANNUALLY)	\$ VALUE (ANNUALLY)
1	752	\$21	\$252	\$189,504
2	902	\$23	\$277	\$250,145
3	1,083	\$25	\$305	\$330,192
4	1,299	\$28	\$335	\$435,853
5	1,559	\$31	\$369	\$575,326
6	1,871	\$34	\$406	\$759,431
7	2,245	\$37	\$446	\$1,002,448
8	2,695	\$41	\$491	\$1,323,232
9	3,233	\$45	\$540	\$1,746,666
10	3,880	\$50	\$594	\$2,305,599
				TOTAL: \$8,918,396

60/40/10 Rule

Building up a recurring revenue program can take some time, but as Team Rubicon has demonstrated, even young organizations can reap benefits if they invest the appropriate resources. By following the 60/40/10 rule – putting in 110% effort – organizations can steadily build a solid base of recurring revenue with time. Matt Scott emphasizes that this 110% effort needs to include securing buy-in from all members of the organization. Getting your board, volunteers, staff and supporters involved in a campaign like Eleven11 (and year-round maintenance) will dramatically improve your chances of success.



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