

# THE STATE OF RECURRING GIVING IN 2018.



**2018.**



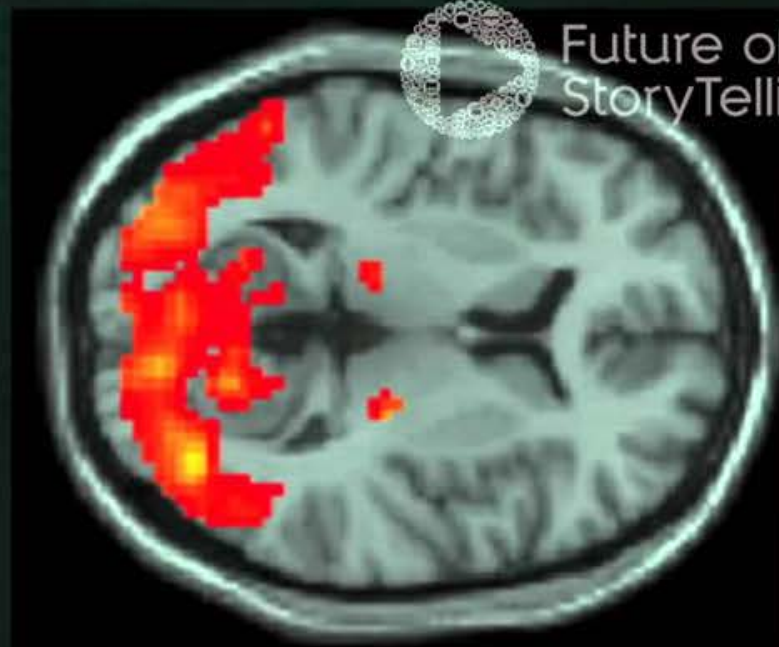
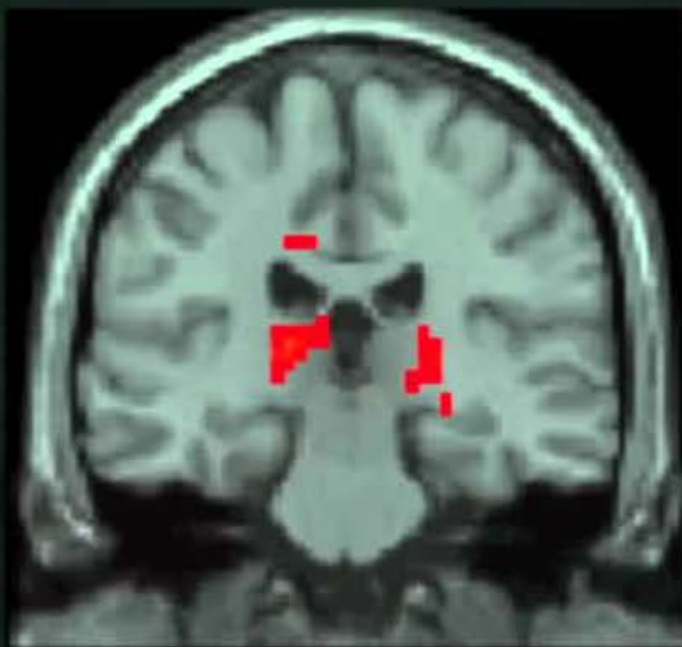


**EMPATHY.**





Future of  
StoryTelling



# Fundraisers



Mars

# Donors



Venus





**EMPATHY NEEDS TO DO MORE THAN  
FEEL, IT NEEDS TO LEAD TO  
UNDERSTANDING.**





# Fundraisers



Mars



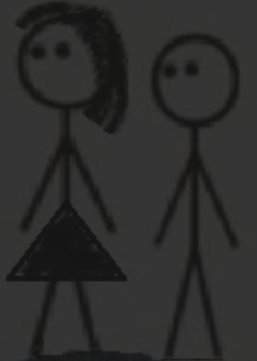
# Donors



Venus



Fundraisers Donors



# KEY POINT...



Mars

Venus





4  
Months

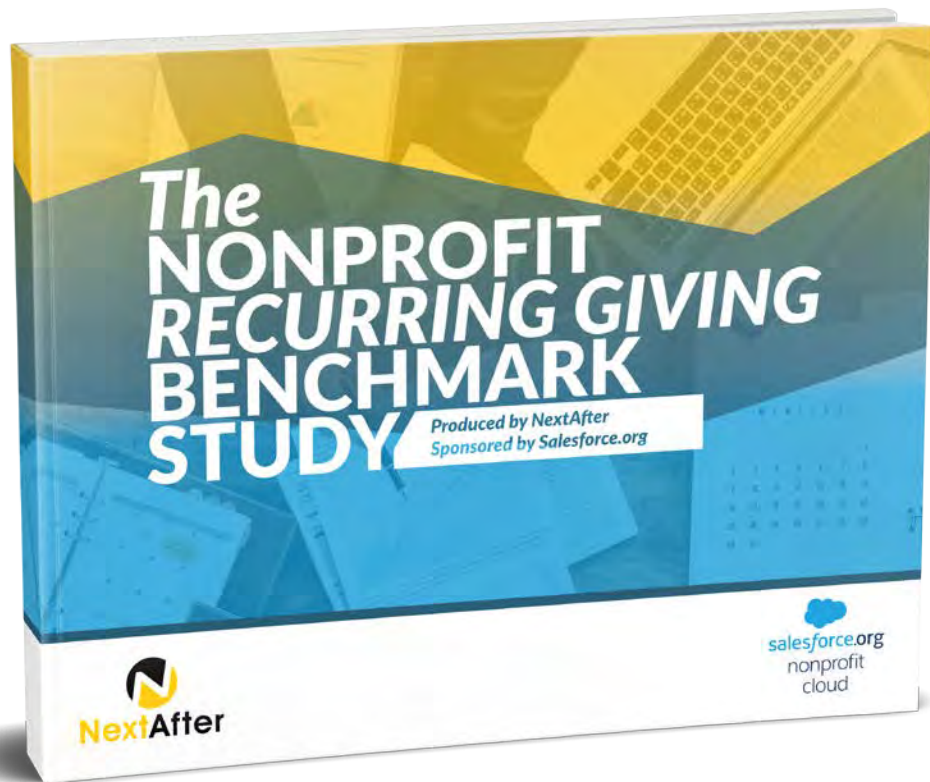
Fundraisers Donors

# EMPATHY THAT LEADS TO UNDERSTANDING IS A SECRET WEAPON FOR YOUR FUNDRAISING.

Mars

Venus



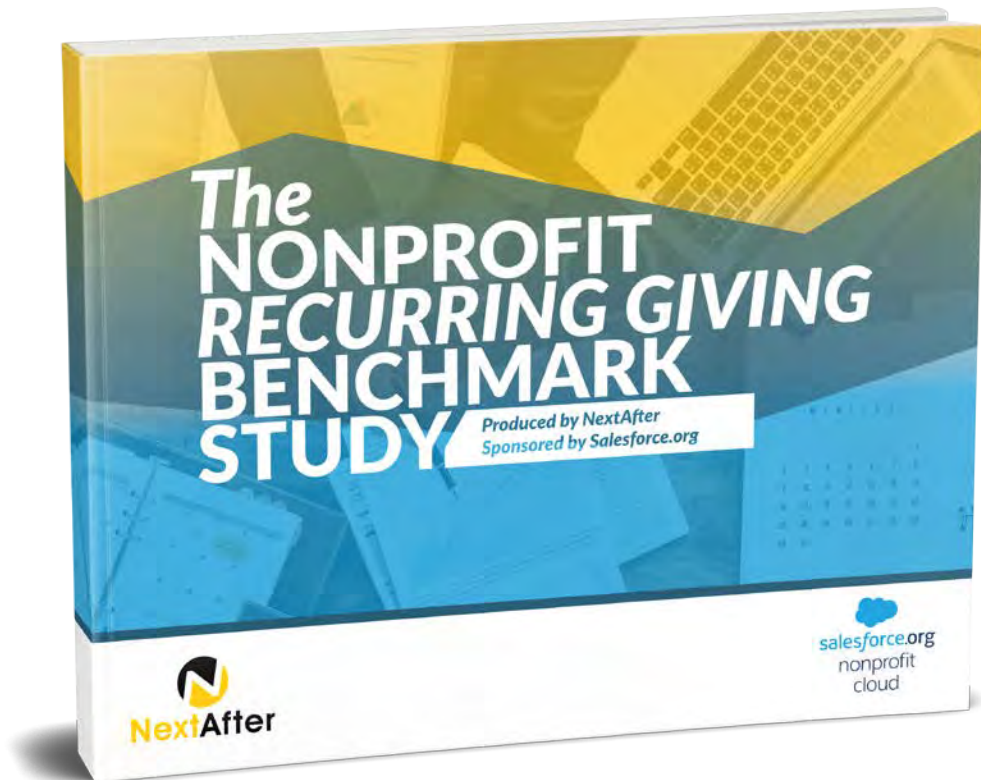


# The NONPROFIT RECURRING GIVING BENCHMARK STUDY

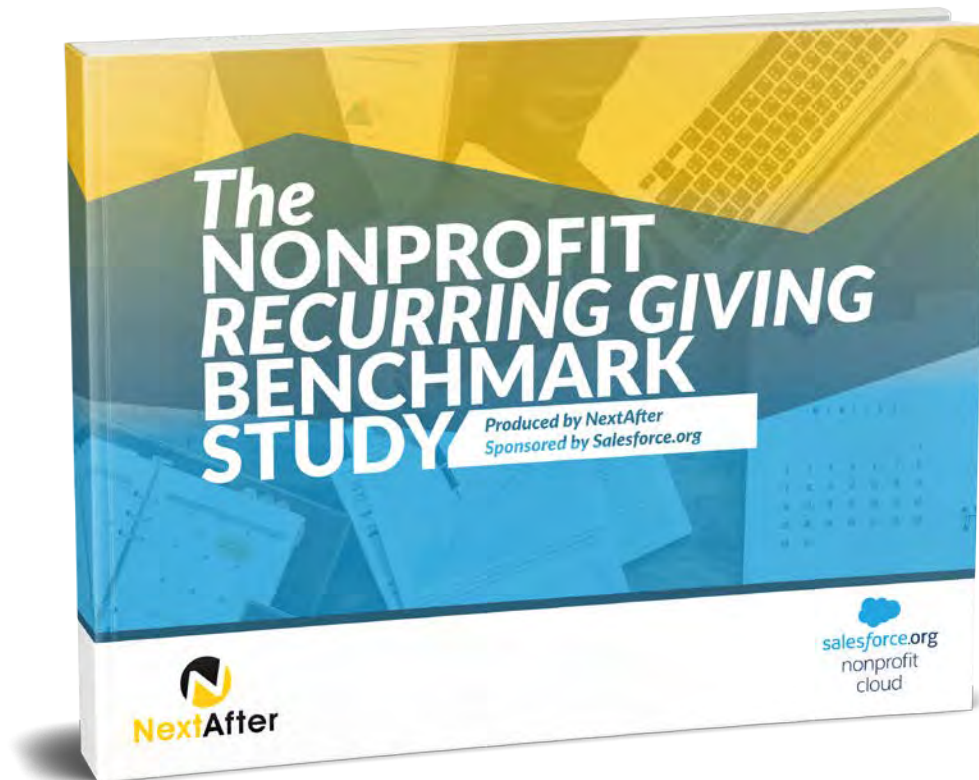
Produced by NextAfter  
Sponsored by Salesforce.org



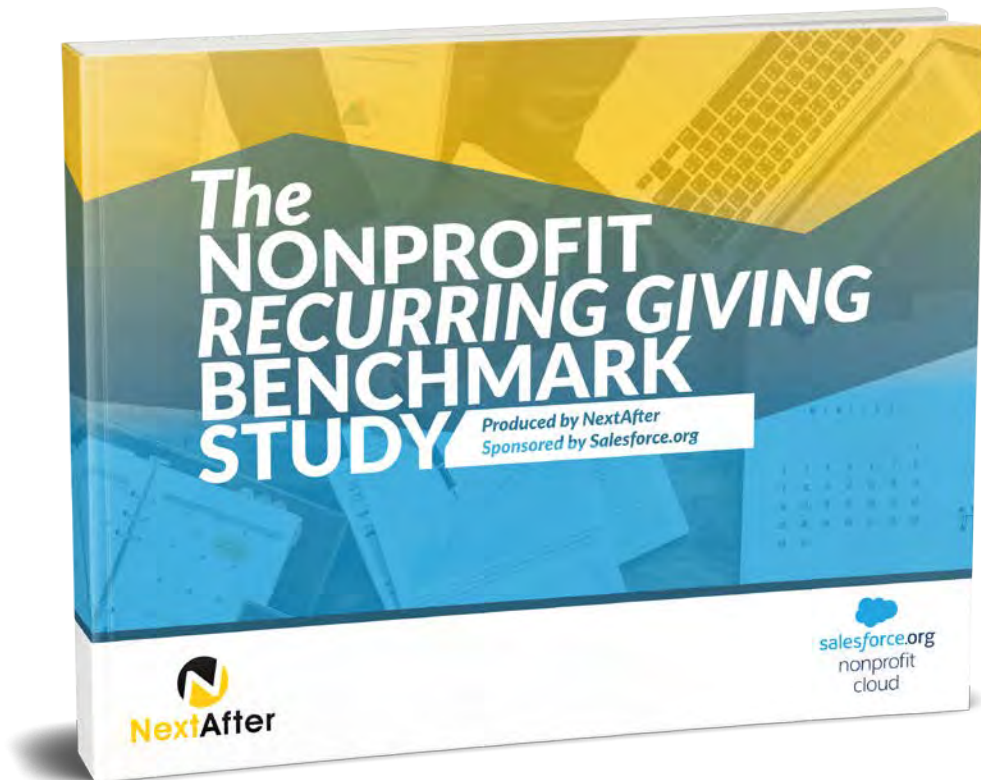
**4500+ COMMUNICATION TOUCHPOINTS.**



# 115 NONPROFIT ORGANIZATIONS.

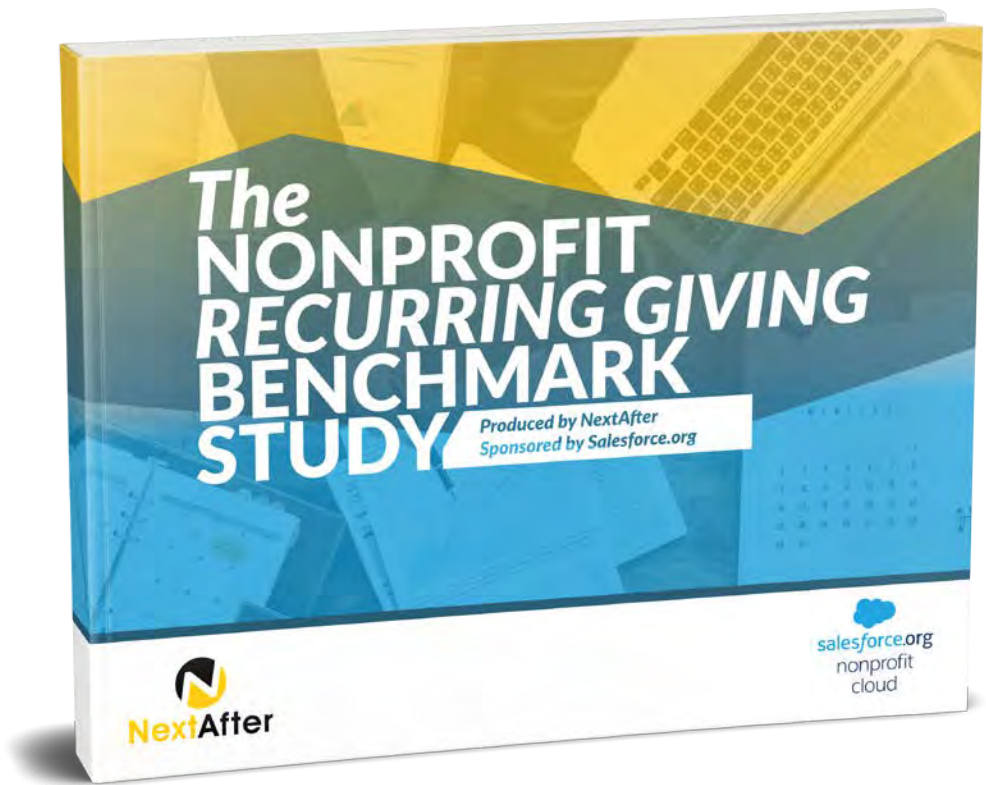


**3 DIFFERENT DONORS.**





# 1 BIG A\*\* STUDY.



# 5 REASONS FOR RECURRING GIVING



# 4 SURPRISING THINGS WE LEARNED



**3 IDEAS TO TRY NEXT MONTH**



**2 THINGS TO DO NEXT WEEK**



**1 THING TO DO TOMORROW**



# 5 REASONS FOR RECURRING GIVING



1. RECURRING DONORS GIVE MORE  
**IN A YEAR.**





THE AVERAGE RECURRING DONOR WILL  
GIVE **42%** MORE IN ONE YEAR THAN  
THOSE WHO GIVE ONE-TIME GIFTS.



THE AVERAGE RECURRING DONOR WILL  
GIVE **2.7X** MORE IN A 12 MONTH PERIOD  
THAN A ONE-TIME DONOR.



THE AVERAGE NEW RECURRING DONOR  
WILL GIVE **2X MORE** IN THEIR FIRST YEAR  
THAN A NEW ONE-TIME DONOR.



2. RECURRING DONORS GIVE  
**LONGER.**



**AVERAGE**

**46%**



**AVERAGE**

**46%**



**FIRST-TIME**

**23%**



**AVERAGE**

**46%**



**FIRST-TIME**

**23%**



**REPEAT**

**60%**



**AVERAGE**

**46%**



**FIRST-TIME**

**23%**



**REPEAT**

**60%**



**MONTHLY**

**90%**





**AVERAGE**

**46%**



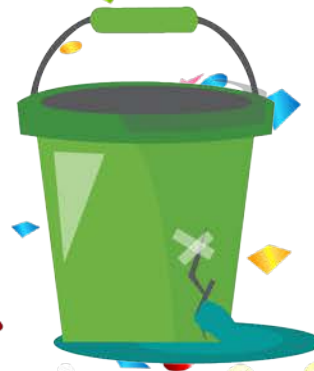
**FIRST-TIME**

**23%**



**REPEAT**

**60%**



**MONTHLY**

**90%**



3. RECURRING DONORS GIVE A LOT  
MORE IN THEIR **LIFETIME.**



**LTV**



$$\text{LTV} = \text{\$/TIME} \times \text{TIME}$$



$$\text{LTV} = \$/\text{TIME} \times \text{TIME}$$



$$\text{LTV} = \$/\text{TIME} \times \text{TIME}$$



**LTV**

**=**

**\$/TIME**

**x**

**TIME**





**HIRE YOUR CARTOONISTS FROM THE PHILIPPINES CAREFULLY (AND GIVE THEM BETTER DIRECTION).**

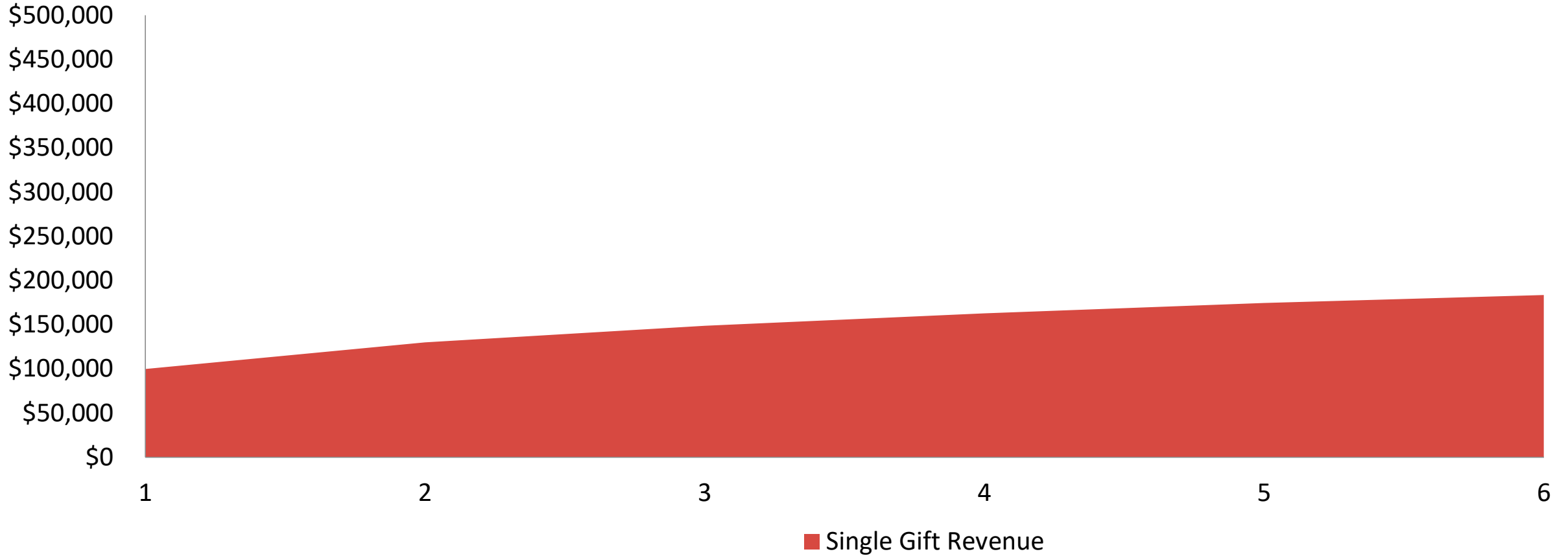




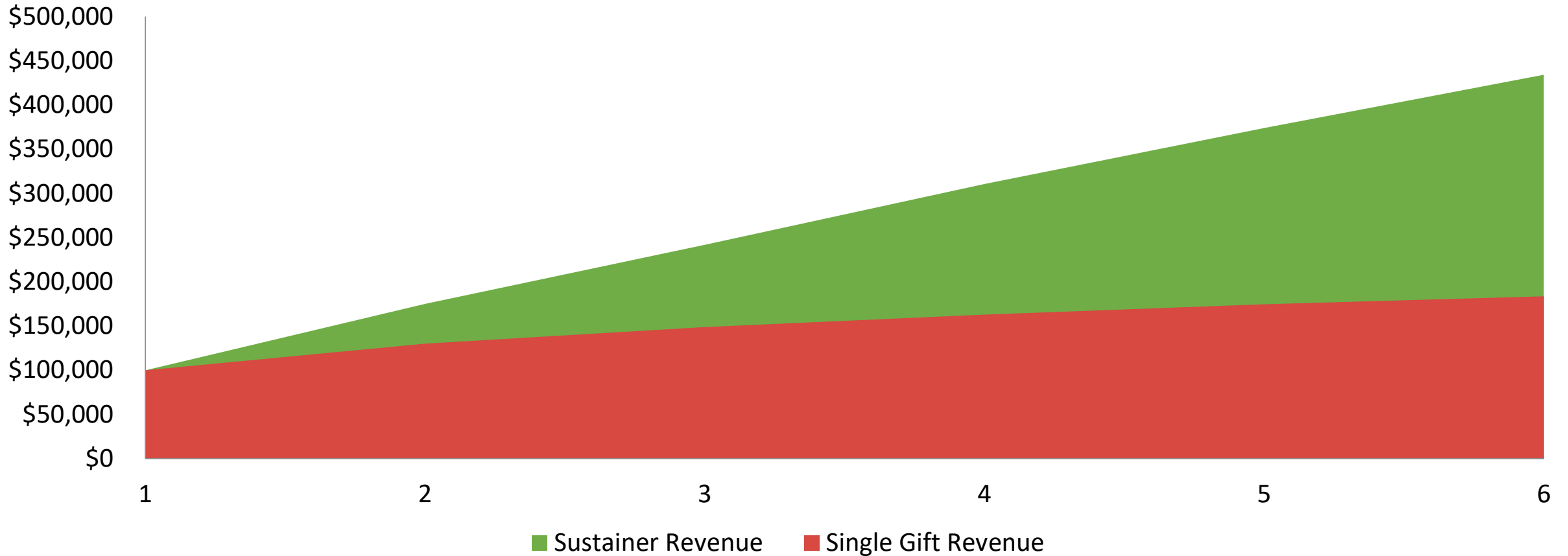
RECURRING DONORS ARE WORTH  
**5.4X** MORE THAN ONE-TIME DONORS  
OVER THEIR LIFETIME.



# 6 Year Value of 1,000 Donors



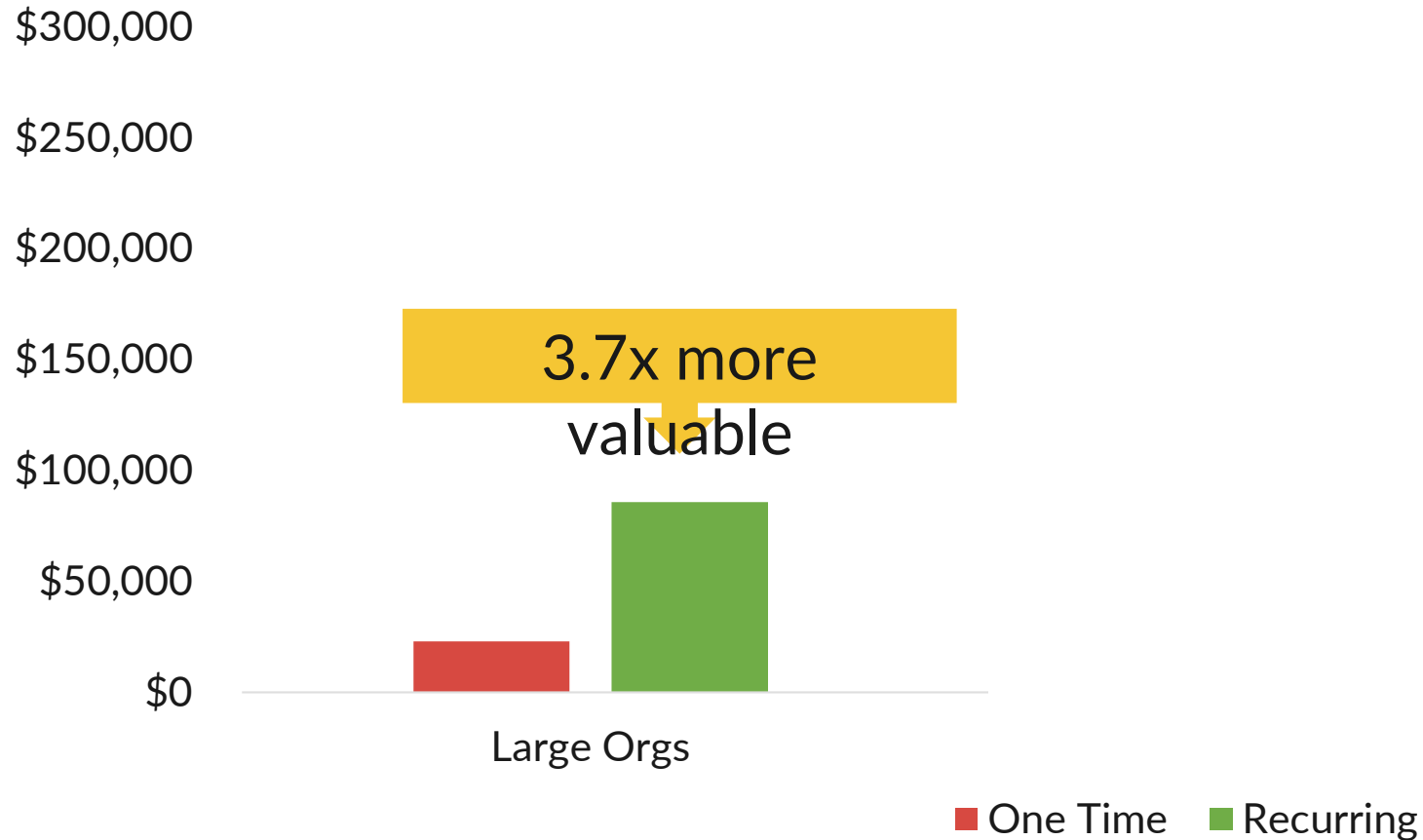
# 6 Year Value of 1,000 Donors



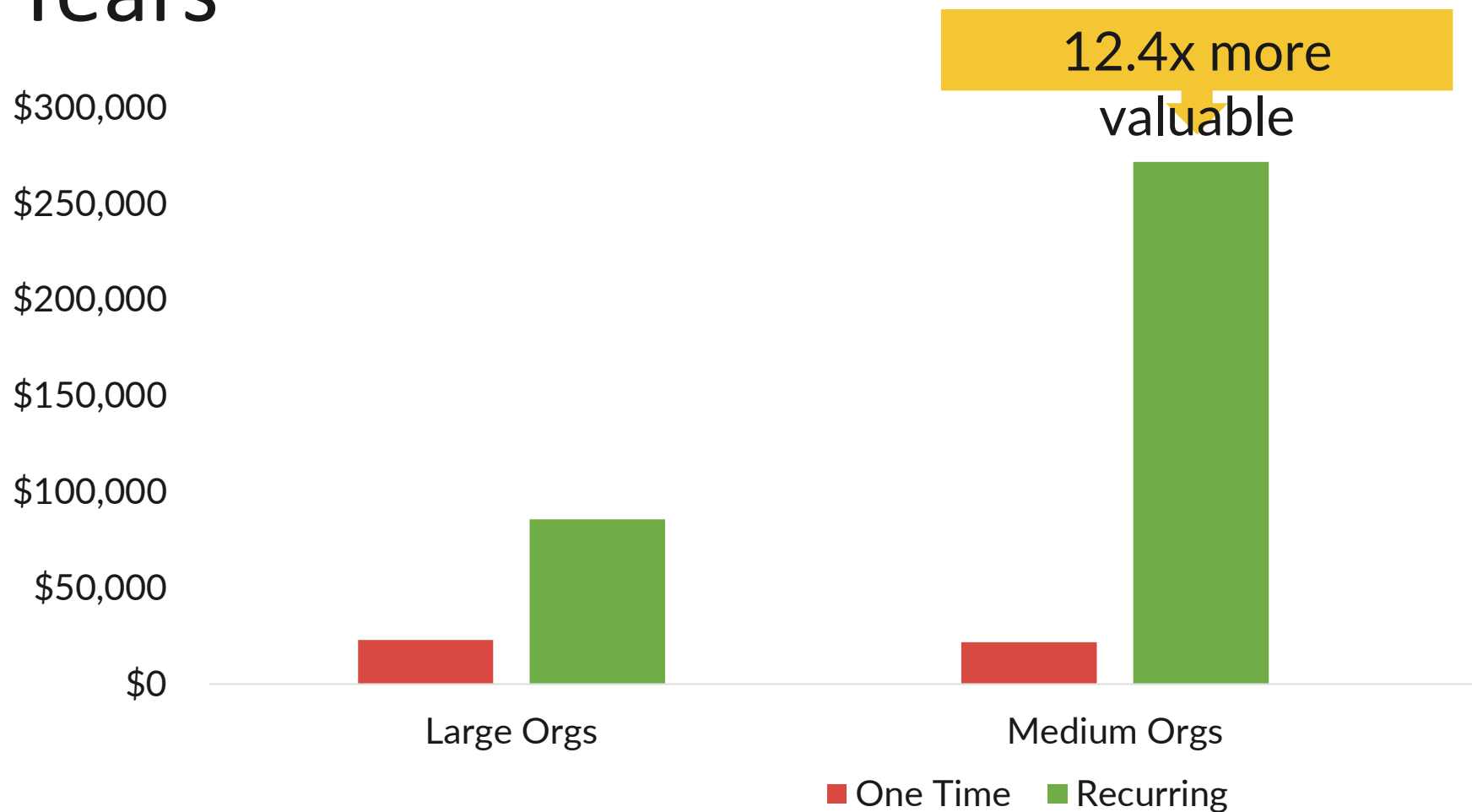
# Cumulative Revenue per 1,000 Donors After 5 Years



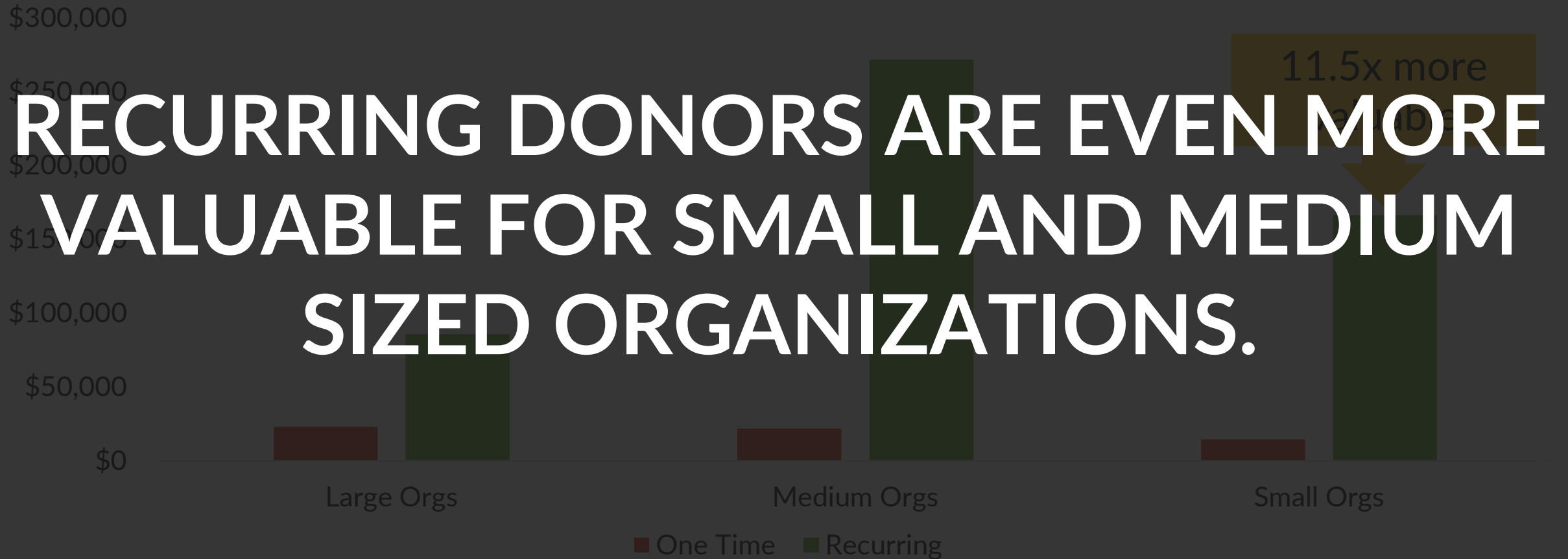
# Cumulative Revenue per 1,000 Donors After 5 Years



# Cumulative Revenue per 1,000 Donors After 5 Years



# Cumulative Revenue per 1,000 Donors After 5 Years



4. RECURRING GIVING IS A **HIGH**  
**IMPACT, HIGH CONVENIENCE** WAY  
FOR DONORS TO GIVE.





A man in a dark suit, white shirt, and orange patterned bow tie is pointing his right index finger upwards. A dark, cloud-like speech bubble is positioned above his hand, containing the text 'TO THE SCIENCE!'. The background is a plain, light-colored wall.

TO THE  
SCIENCE!

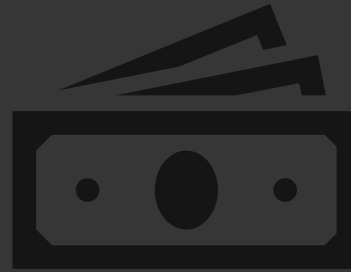
**LET'S DO A QUICK EXPERIMENT.**

THE SCIENCE  
OF GIVING

EXPERIMENTAL  
APPROACHES TO THE  
STUDY OF CHARITY

Edited by  
Daniel M. Oppenheimer  
Christopher Y. Olivola

SOCIETY FOR JUDGMENT  
AND DECISION MAKING



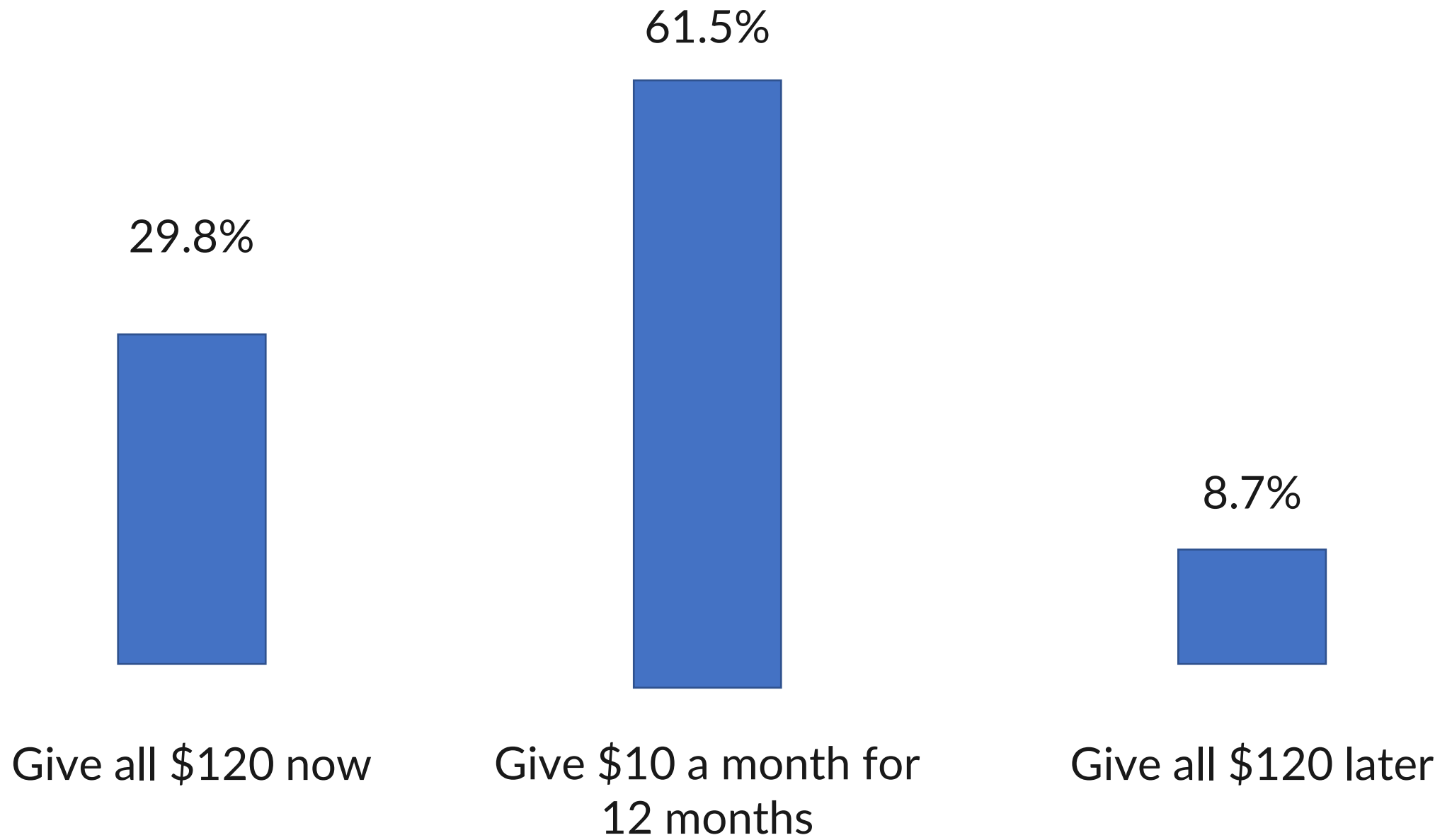
\$120

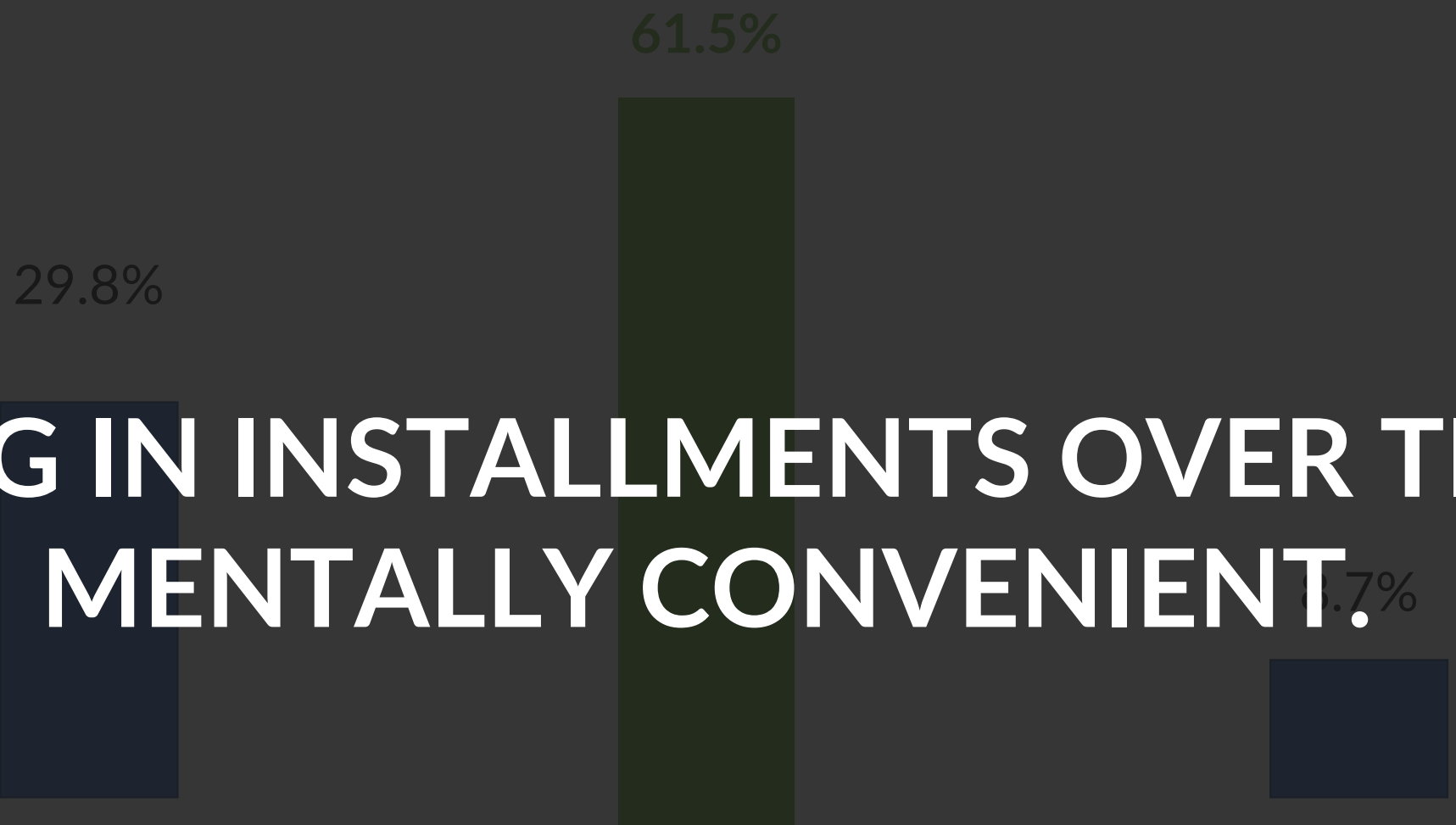
**WHICH WOULD YOU PREFER?**

Give all \$120 now

Give all \$120 later

Give \$10 a month for 12 months





**PAYING IN INSTALLMENTS OVER TIME IS MENTALLY CONVENIENT.**

Give all \$120 now

Give \$10 a month for 12 months

Give all \$120 later

A man in a dark suit, white shirt, and orange patterned bow tie is pointing his right index finger upwards. Above his head is a dark, cloud-like thought bubble containing the text 'MORE SCIENCE!'. The background is a dark, textured grey.

MORE  
SCIENCE!

THE SCIENCE  
OF GIVING  
EXPERIMENTAL  
APPROACHES TO THE  
STUDY OF CHARITY

Edited by  
Daniel M. Oppenheimer  
Christopher Y. Olivola

WHAT MAKES DONORS HAPPIER?

FOR JUDGMENT  
DECISION MAKING

HAPPINESS

**RECURRING GIVING MAXIMIZES  
HAPPINESS AND PERCEIVED IMPACT.**

GIVING

5. RECURRING GIVING IS **GROWING**  
(AND SHOULD CONTINUE TO DO SO).



RECURRING GIVING REVENUE  
GREW 40% IN 2017 FROM  
2016.





RECURRING GIVING REVENUE  
HAS **GROWN 70%** SINCE 2013.



RECURRING DONORS ACQUIRED  
VIA DIGITAL SOURCES  
INCREASED **256%** FROM 2016 TO  
2017.



THE SUBSCRIPTION E-COMMERCE  
MARKET HAS GROWN **> 100%** A YEAR.  
PARTICULARLY FOR 25 - 44 YEAR OLDS.  
FOR THE PAST 5 YEARS.



Who wants  
to market to  
this guy?

My real  
father...



# 5 Reasons for Recurring Giving

1. Recurring donors give more per year
2. Recurring donors are more likely to give year over year
3. Recurring donors are worth a lot more over their lifetime
4. Recurring giving is a high-impact, high-convenience method of giving
5. Recurring giving is growing (and should continue to do so)



**ONE-TIME DONOR**

**NONPROFIT**

**RECURRING  
DONOR**

“THE SINGLE LARGEST OBSTACLE  
TO A SUCCESSFUL MONTHLY  
GIVING PROGRAM IS **BUY-IN.**”

- HARVEY MCKINNON, AUTHOR OF HIDDEN GOLD



# 5 REASONS FOR RECURRING GIVING





# 4 SURPRISING THINGS WE LEARNED



1. IT WASN'T CLEAR **WHY** WE  
SHOULD BECOME A RECURRING  
DONOR.



**WHY SHOULD I GIVE TO YOU,**  
**RATHER THAN SOME OTHER**  
**ORGANIZATION, OR NOT AT ALL?**



**WHY SHOULD I GIVE A RECURRING GIFT  
TO YOU, INSTEAD OF A ONE-TIME  
DONATION, AND RATHER THAN SOME  
OTHER ORGANIZATION, OR NOT AT ALL?**



# How Did They Communicate The Recurring Giving Option?

“Yes, automatically repeat this gift every month.”

“Become a monthly donor”

“I would like this to be a monthly gift.”

“Monthly Gift”

“Ongoing Monthly”

“A monthly gift does even more to protect civil liberties.”

“Make this a recurring gift”

“Make a Monthly Donation”

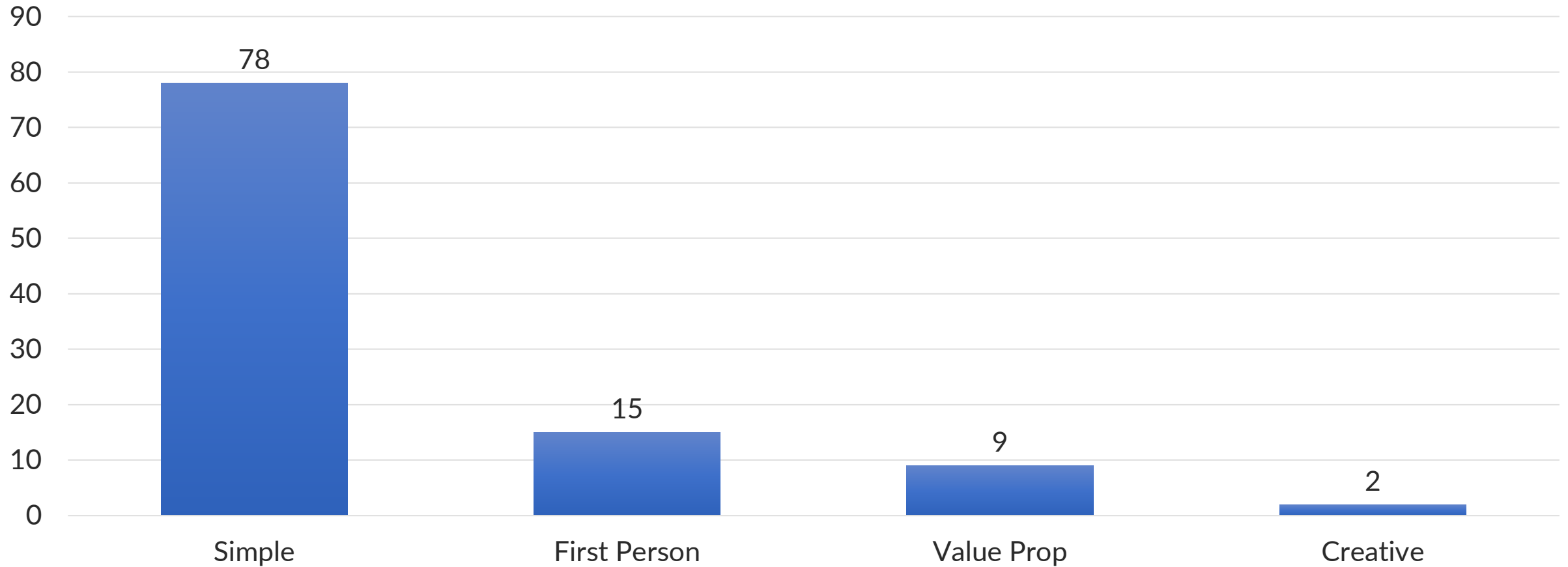
“Yes, please make this a monthly gift to ORG.”

“Donate monthly”

“Make your gift go further. Give monthly.”



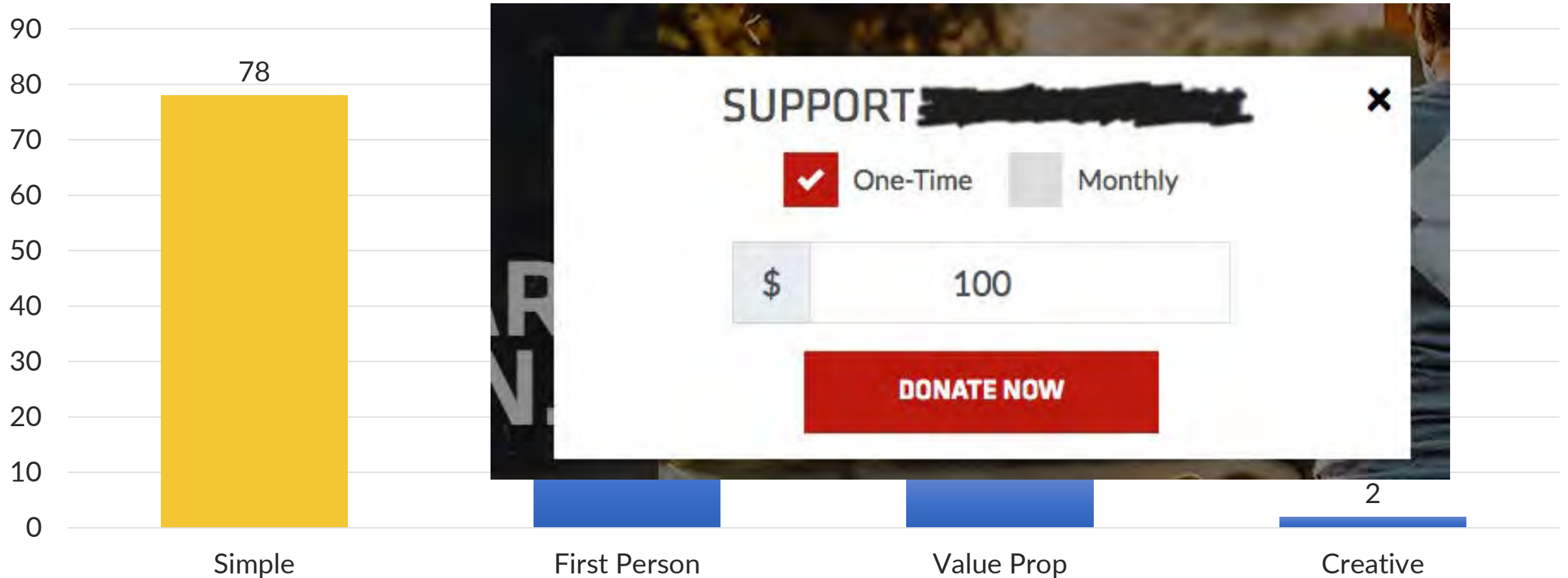
# Style of Recurring Gift Text



\* Based upon the number of organizations that accepted recurring gifts



# Style of Recurring Gift Text



\* Based upon the number of organizations that accepted recurring gifts



**WHY SHOULD I GIVE A RECURRING GIFT  
TO YOU, INSTEAD OF A ONE-TIME  
DONATION, AND RATHER THAN SOME  
OTHER ORGANIZATION, OR NOT AT ALL?**





# Style of Recurring Gift Text

**ACLU**

**JOIN**   **RENEW**   **GIVE MONTHLY**   **DONATE**

## Become a Freedom Fighter — Join the ACLU

People across the country are coming together to stand up for what they believe is right. Take your stand—help us as we:

- Defend free speech and the right to protest
- Fight relentless attacks on reproductive freedom
- Reform our racially-biased criminal justice system



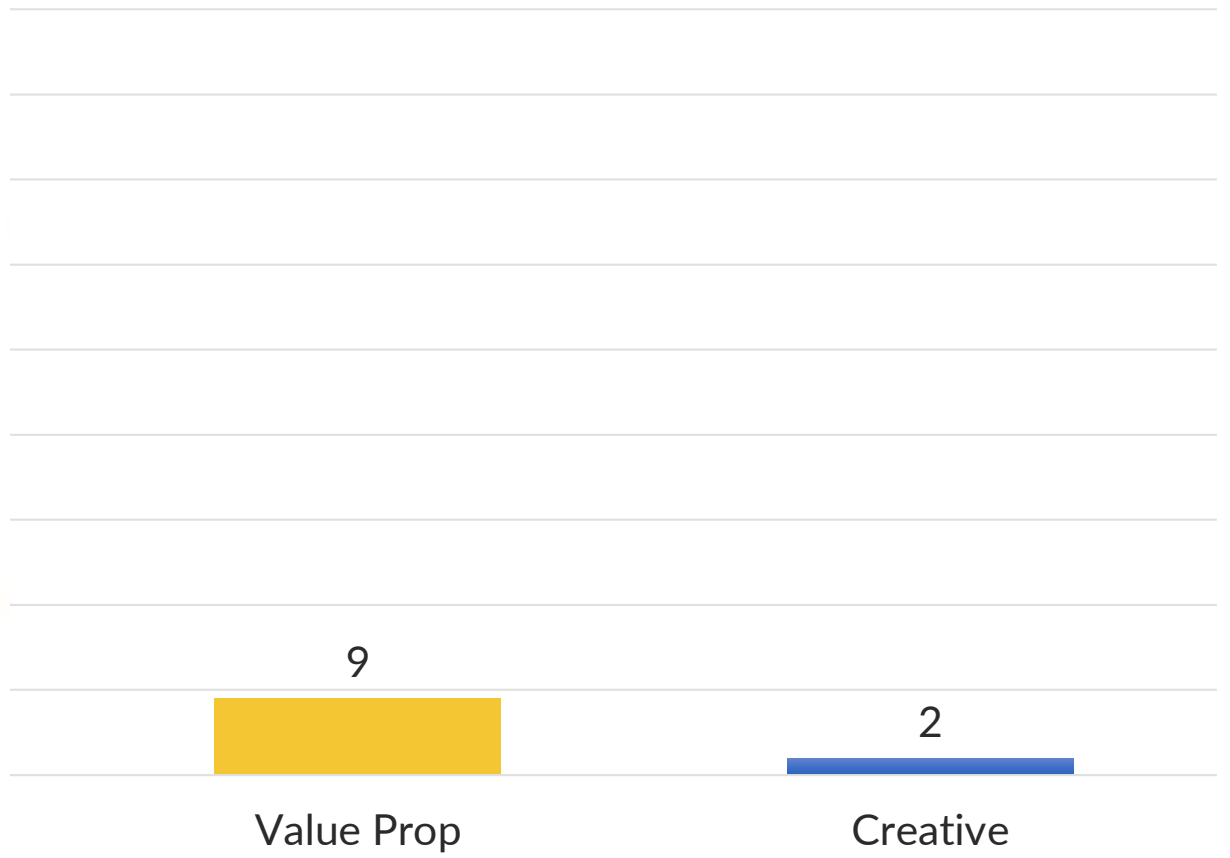
Over 1.75 million people support the ACLU.

Contributions to the American Civil Liberties Union are not tax deductible.  
\* indicates required field

**DONATION**

Type \*    One-time    Monthly  
*A monthly gift does even more to protect civil liberties* ↗

Select Gift Amount \*    \$35    \$50    \$75    \$100    Other \$



\* Based upon the number of organizations that accepted recurring gifts



# Style of Recurring Gift Text

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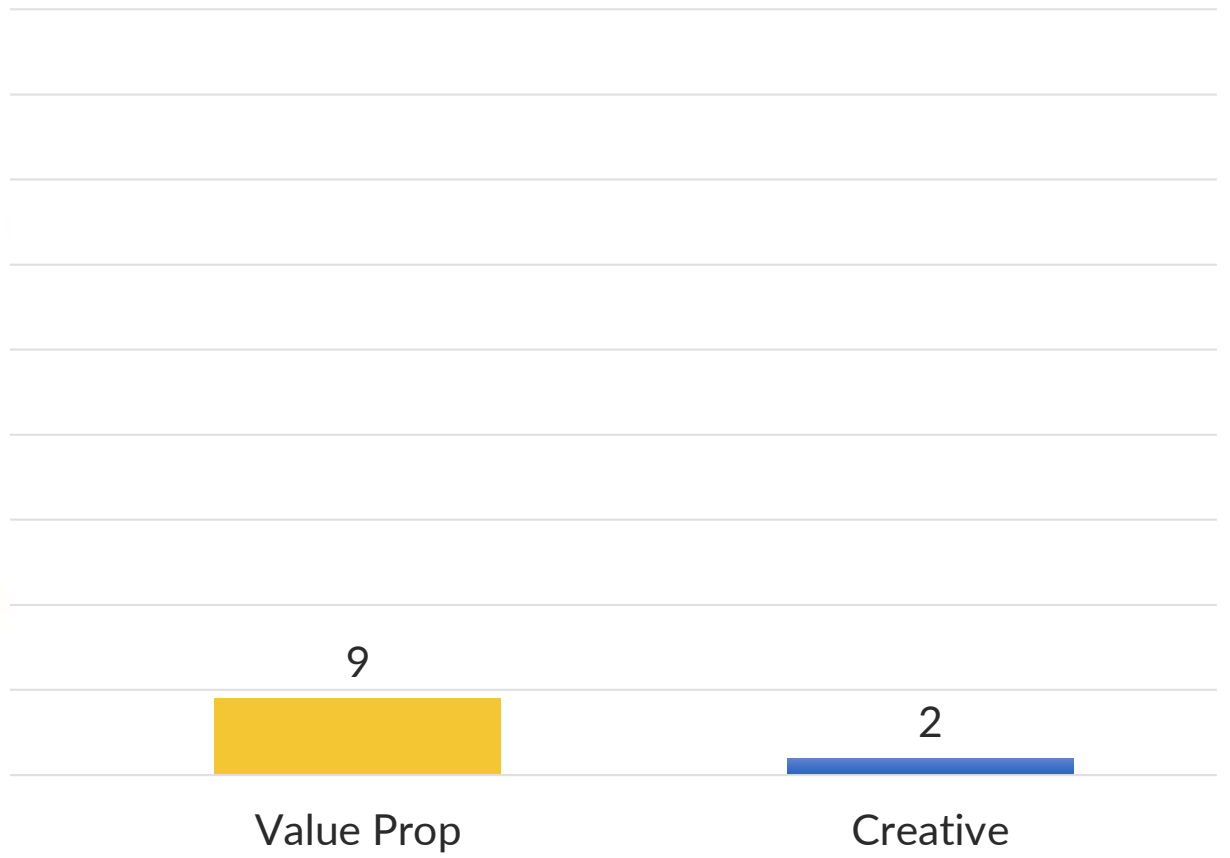
Contributions to the American Civil Liberties Union are not tax deductible.  
\* indicates required field

**DONATION**

Type \*    One-time    Monthly

*A monthly gift does even more to protect civil liberties* ↗

Select Gift Amount \*    \$35    \$50    \$75    \$100    Other \$



\* Based upon the number of organizations that accepted recurring gifts





2. RECURRING DONORS WEREN'T  
TREATED **THAT DIFFERENTLY**  
FROM OTHER DONORS.

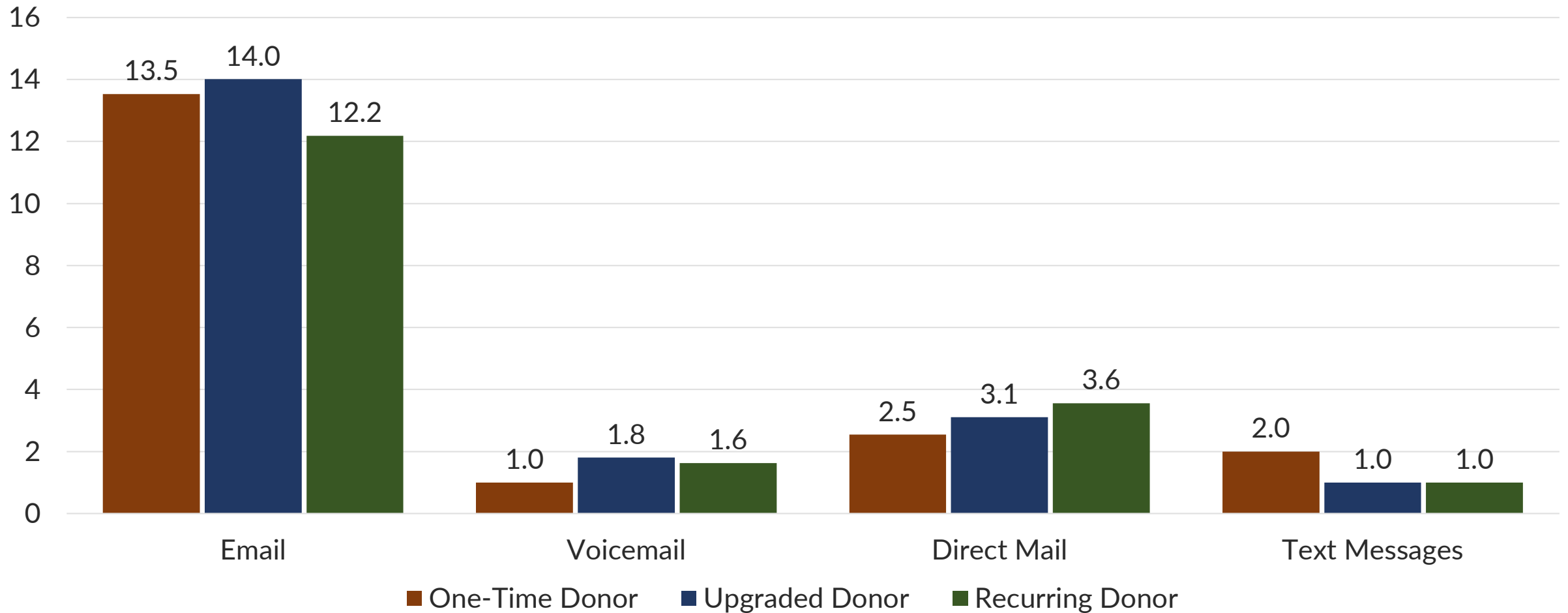


**38%** OF ORGANIZATIONS DID NOT  
CHANGE THEIR EMAIL STRATEGY FOR  
RECURRING DONORS.



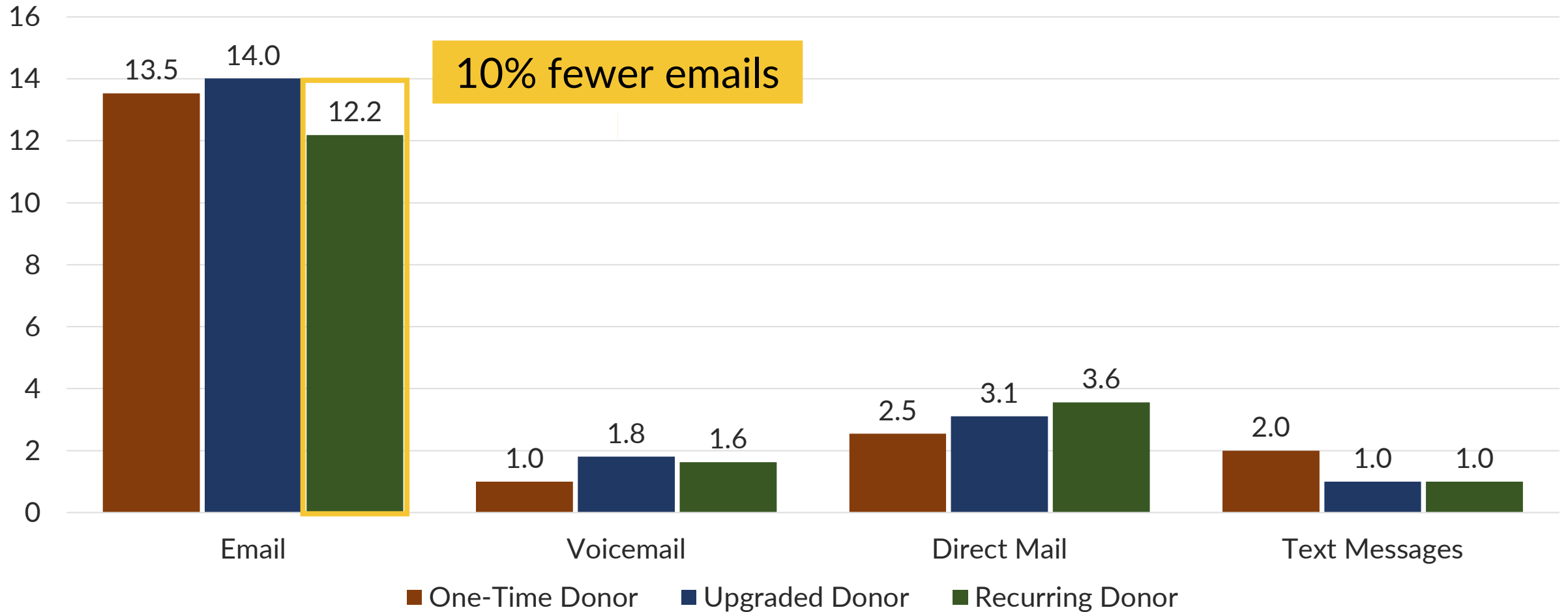
# Channel Frequency by Donor

For those using each channel, how much did they send on average?



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For those using each channel, how much did they send on average?





# Message Types

- **Receipt**

A transactional email specifically acknowledging a recent gift and listing its details

- **Cultivation**

Content focused on news, content, or relationship-building, without a *primary* focus on fundraising (some may still contain soft asks)

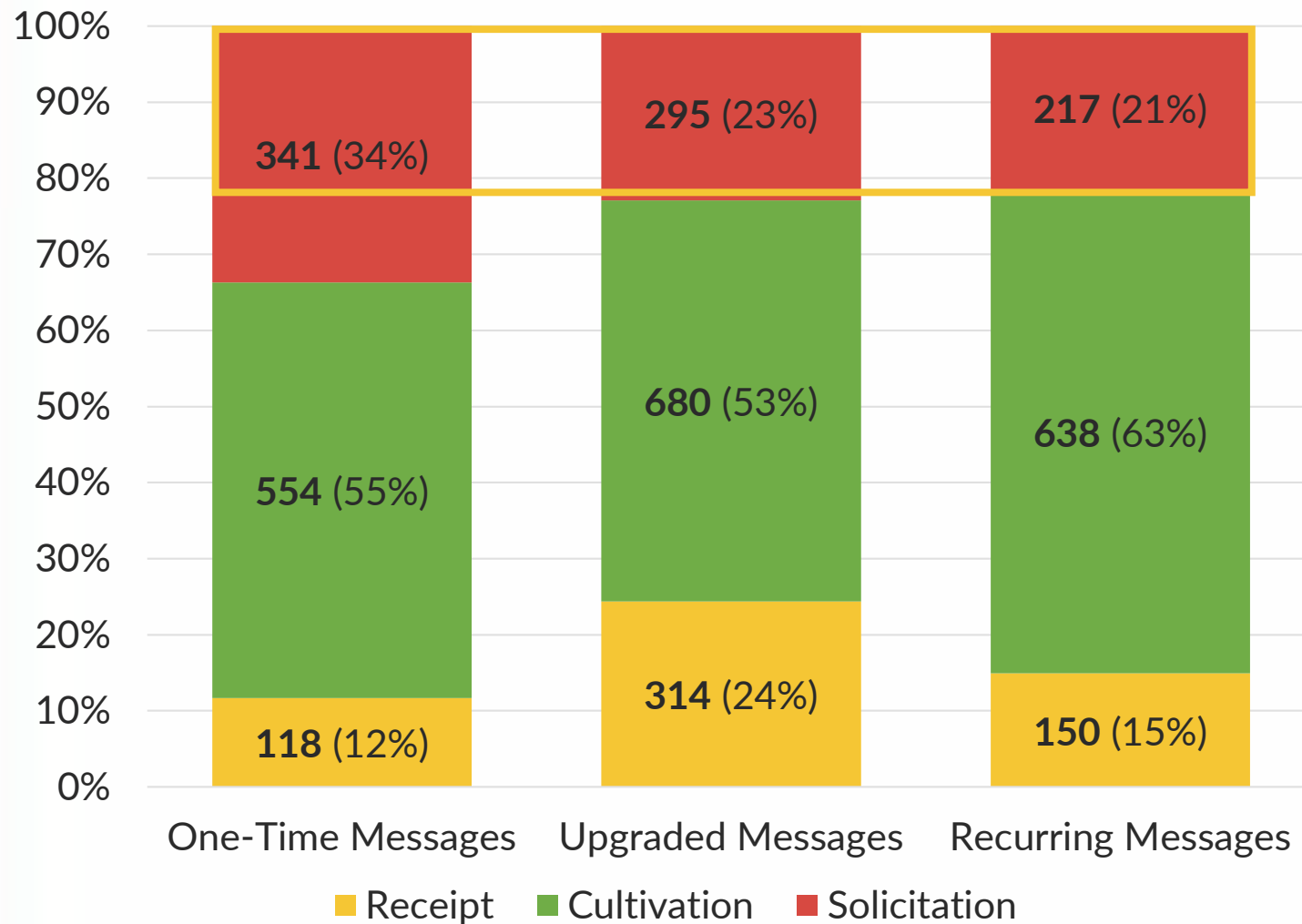
- **Solicitation**

Any mailing that primarily exists primarily to generate support



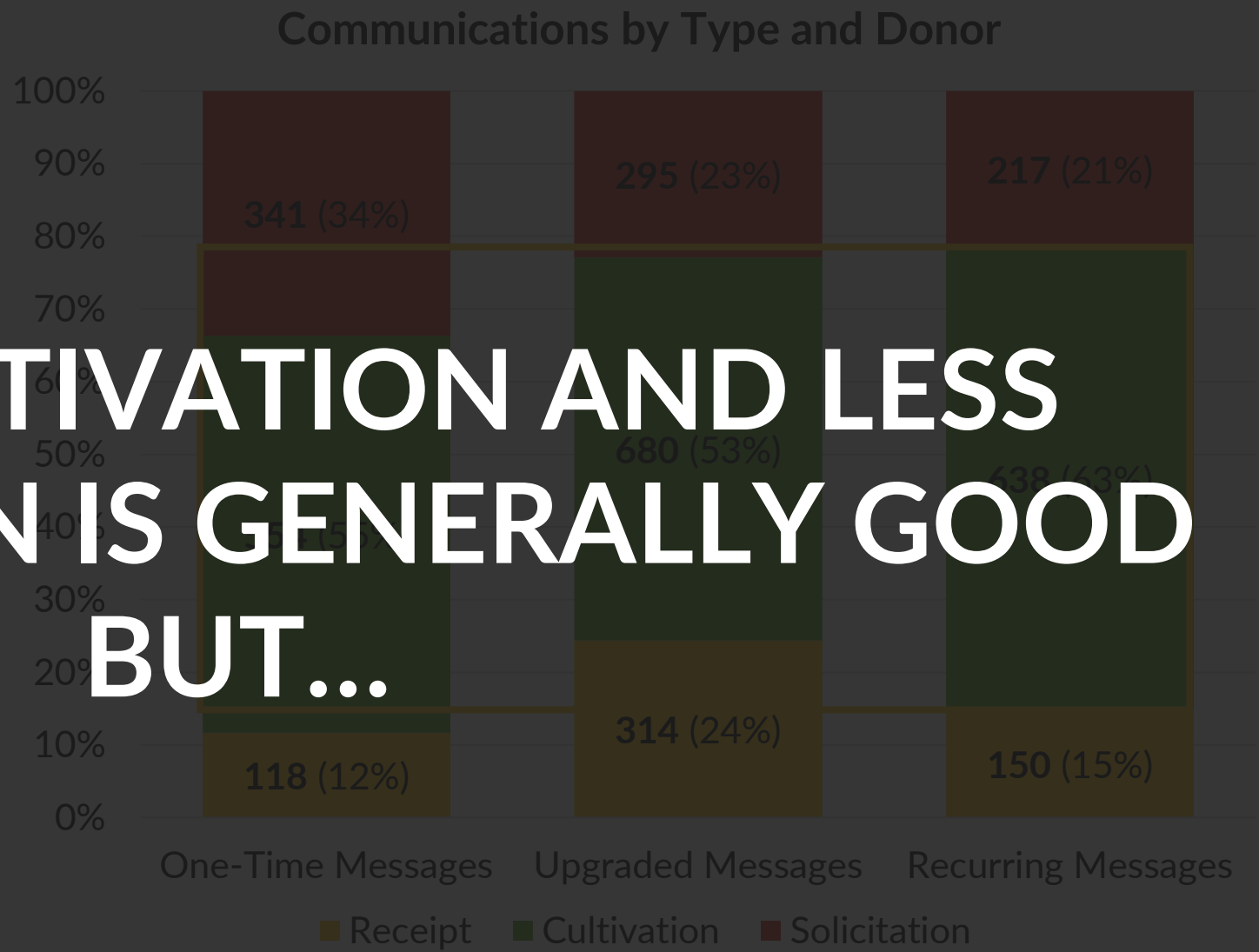
Recurring donors received **36%** fewer appeals.

### Communications by Type and Donor

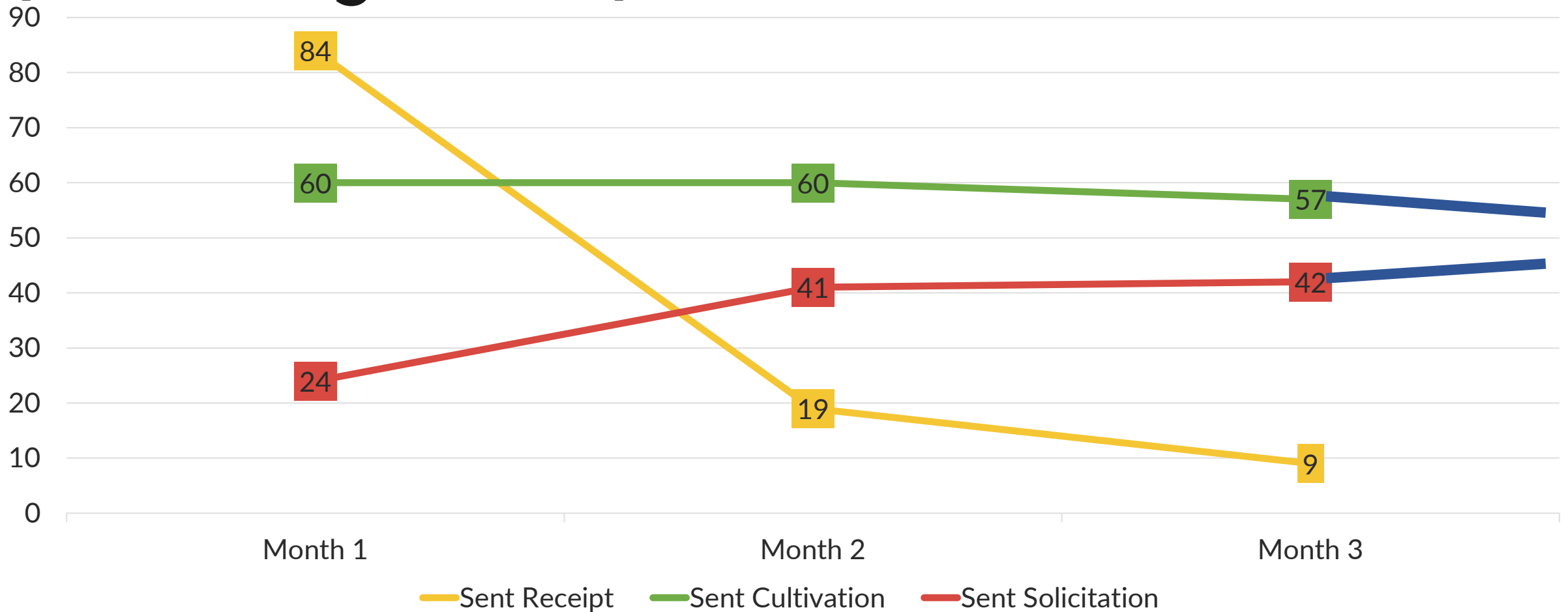


Recurring donors received 1.5% more cultivation.

# MORE CULTIVATION AND LESS SOLICITATION IS GENERALLY GOOD BUT...



# Number of Organizations by Communication Type (Recurring Donor)



# Number of Communications by Type (Recurring Donor)

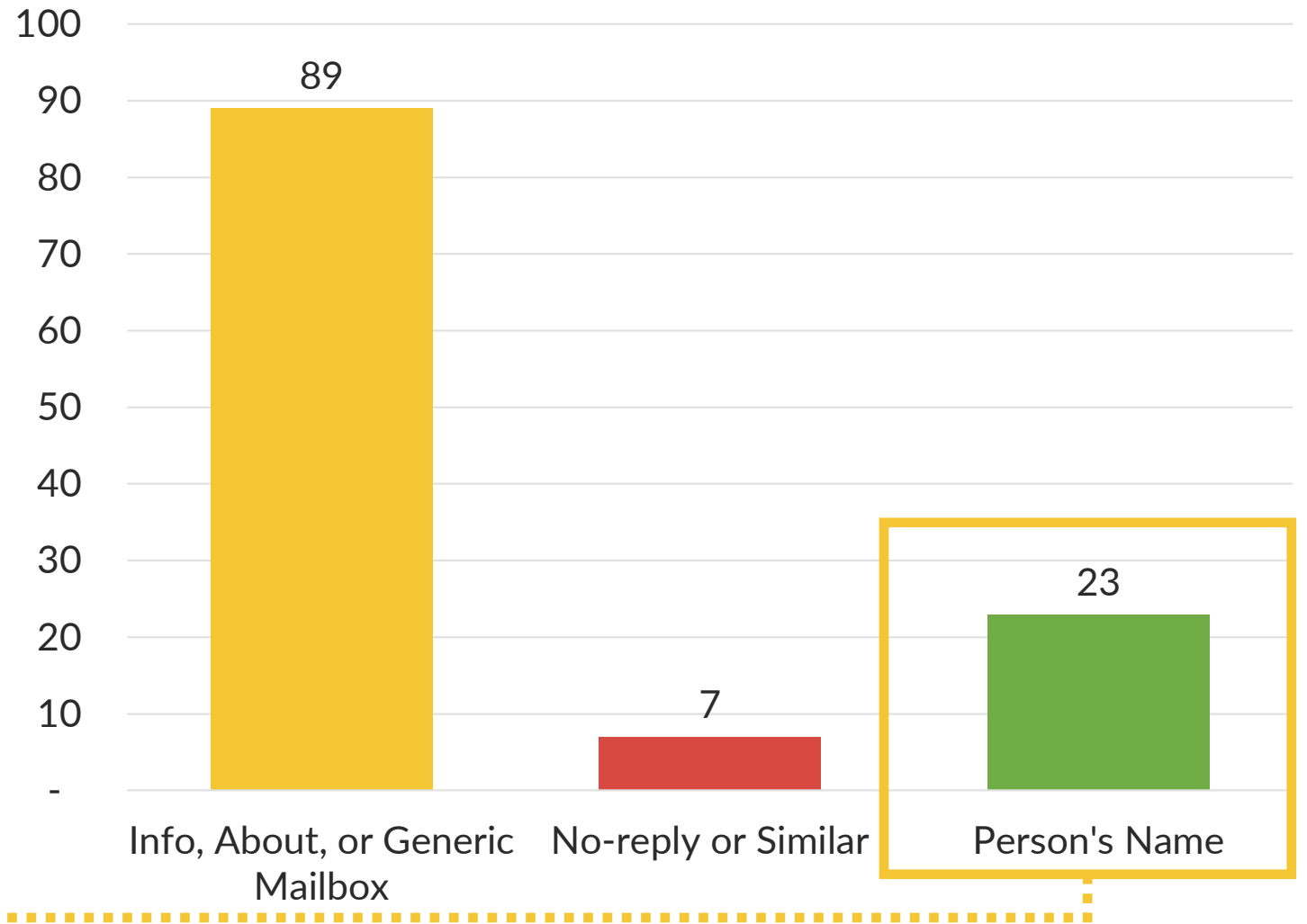


3. COMMUNICATIONS WEREN'T  
VERY **PERSONAL.**



Just 1 in 5 organizations ever send a message from an address representing a real person.

### Organizations by Sender Types



**Subject:** Donation Form Acknowledgement

**From:** [redacted] <donorreceipt@[redacted]>

**To:** [redacted]

**Date Sent:** Tuesday, February 6, 2018 1:41:21 PM GMT-06:00

**Date Received:** Tuesday, February 6, 2018 1:41:22 PM GMT-06:00





**Subject:** Donation Form Acknowledgement

**From:** [redacted] <donorreceipt@[redacted]>

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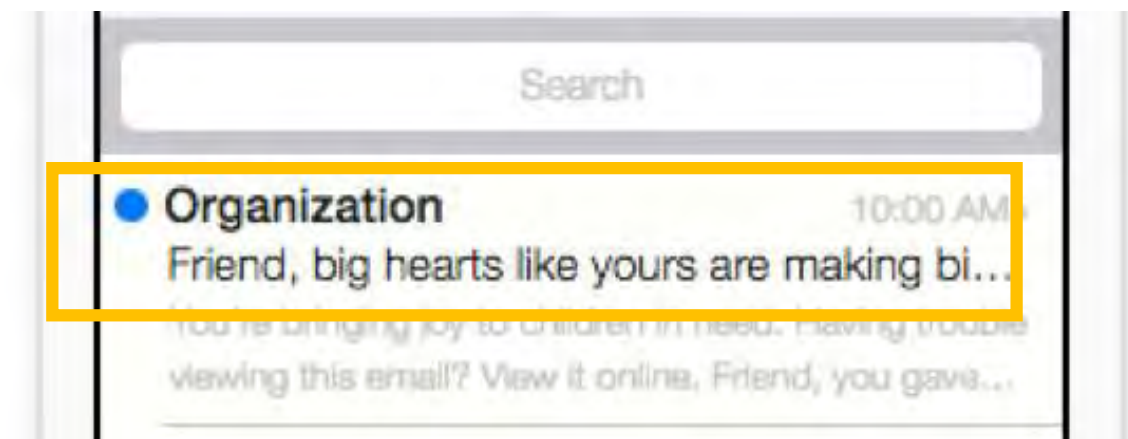
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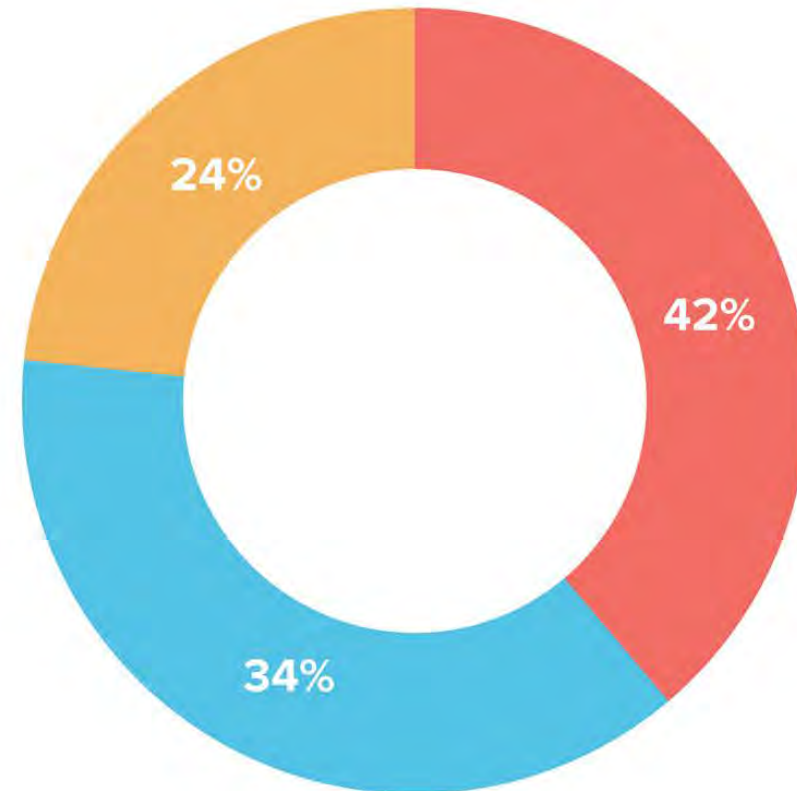
# How Do We Triage Our Inboxes



## Inbox at a Glance

What's the first thing you look at when deciding whether to open an email?

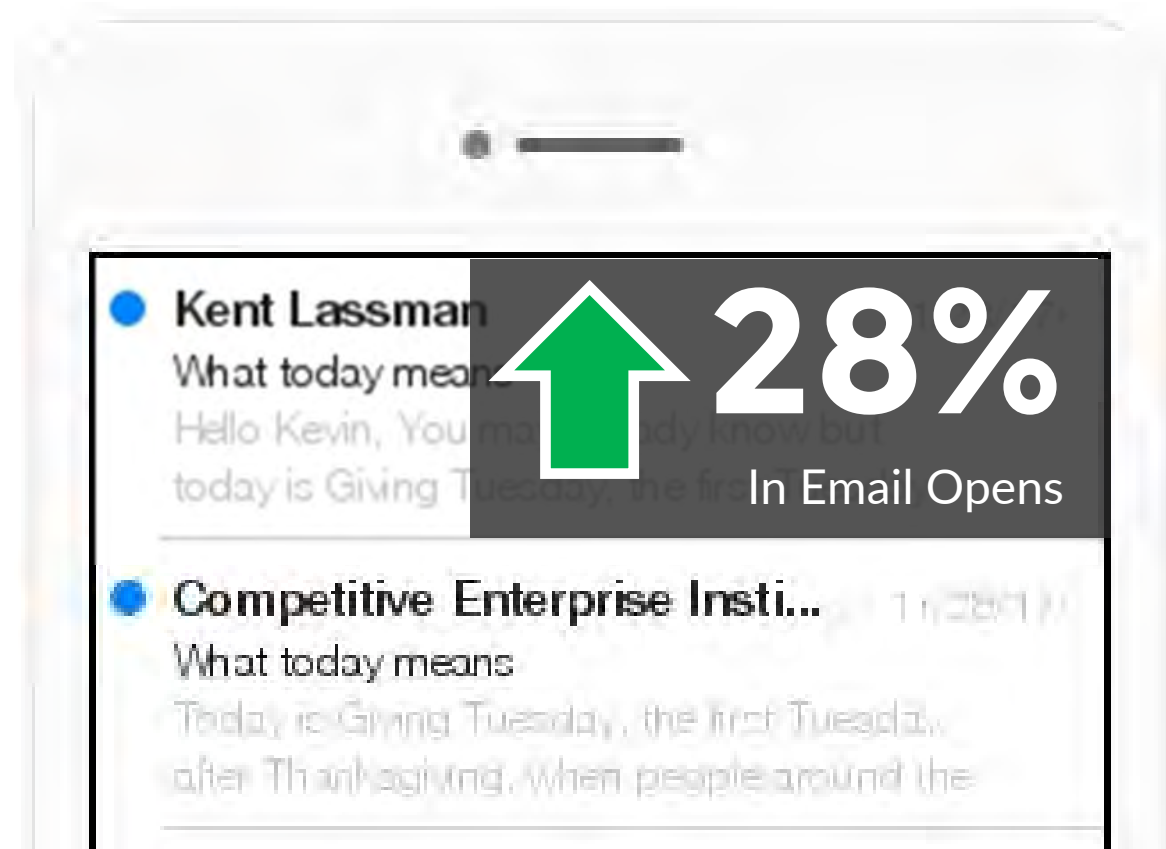
- Sender or from name
- Subject line
- Preview text



# From the Research Library

B

A



# How First-name Personalization Affects Email Engagement

Experiment ID: #5707

## CONTROL

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

Now that Breast Cancer Awareness Month has come to an end, we just wanted to let you know that we exceeded our expectations.

Thanks to the generosity of donors around the country, the campaign was a massive success!

But that doesn't mean we can stop working hard to educate and empower women to take control of their own breast health.

You can help us do this at any time—[every dollar you give](#) means that more women can be proactive about their health.

We'd also love it if you shared *What Every Woman Needs to Know* on Facebook...just [click here](#) and share it with your friends!

Thanks for joining us!

Candice Boeck  
Donor Relations Manager  
National Breast Cancer Foundation

## TREATMENT

Hi Jeff,

At the beginning of October, our goal was to reach as many women as possible with our new eBook, *What Every Woman Needs to Know*.

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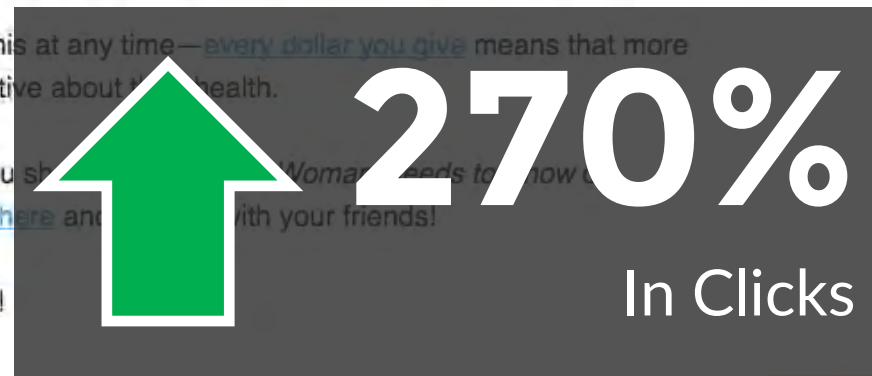
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Thanks for joining us!


Candice Boeck  
Donor Relations Manager  
National Breast Cancer Foundation



# Experiment #4174

## CONTROL

Give to CaringBridge by March 31 and I'll [double your donation](#), up to \$10,000.



Hello NAME,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up a match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.

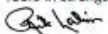
I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. [If you donate between now and midnight March 31, I will double your gift, up to \\$10,000.](#)

I know that kindness is contagious firsthand—I have watched CaringBridge grow from its inception, and I've had three CaringBridge websites myself. In fact, I just recently re-read my guestbook from years ago—what a loving walk down Memory Lane.

If you join me in this match, together we'll provide double the love, strength and support families need during a health journey. That means double the ability to keep CaringBridge a safe, protected and ad-free space to let families focus on what they need most: connection and healing.


Together, we are stronger. Your donation is vital to bringing hearts together.

[Yes! Double My Donation!](#)

Yours in strength,  
  
Rik Lalim  
CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. [Donate now!](#)

## TREATMENT



Hello First name,

I am blown away. I knew CaringBridge supporters were loyal, but when I offered up my first match donation, I did not anticipate the outpouring of generosity that followed. CaringBridge is such a beloved organization.


I'm so committed to CaringBridge and inspired by all the donors who stepped up to join me that I decided to offer up another match. [If you donate between now and midnight March 31, I will double your gift, up to \\$10,000.](#)

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Yours in strength,  
  
Rik Lalim  
CaringBridge Advisory Council member & donor

P.S. Join me in donating to CaringBridge during today's match opportunity. [Donate now!](#)

**80.3% IN CLICKS**

**112.5% IN DONATIONS**





PEOPLE



GIVE TO

PEOPLE



NOT

EMAIL

MACHINES



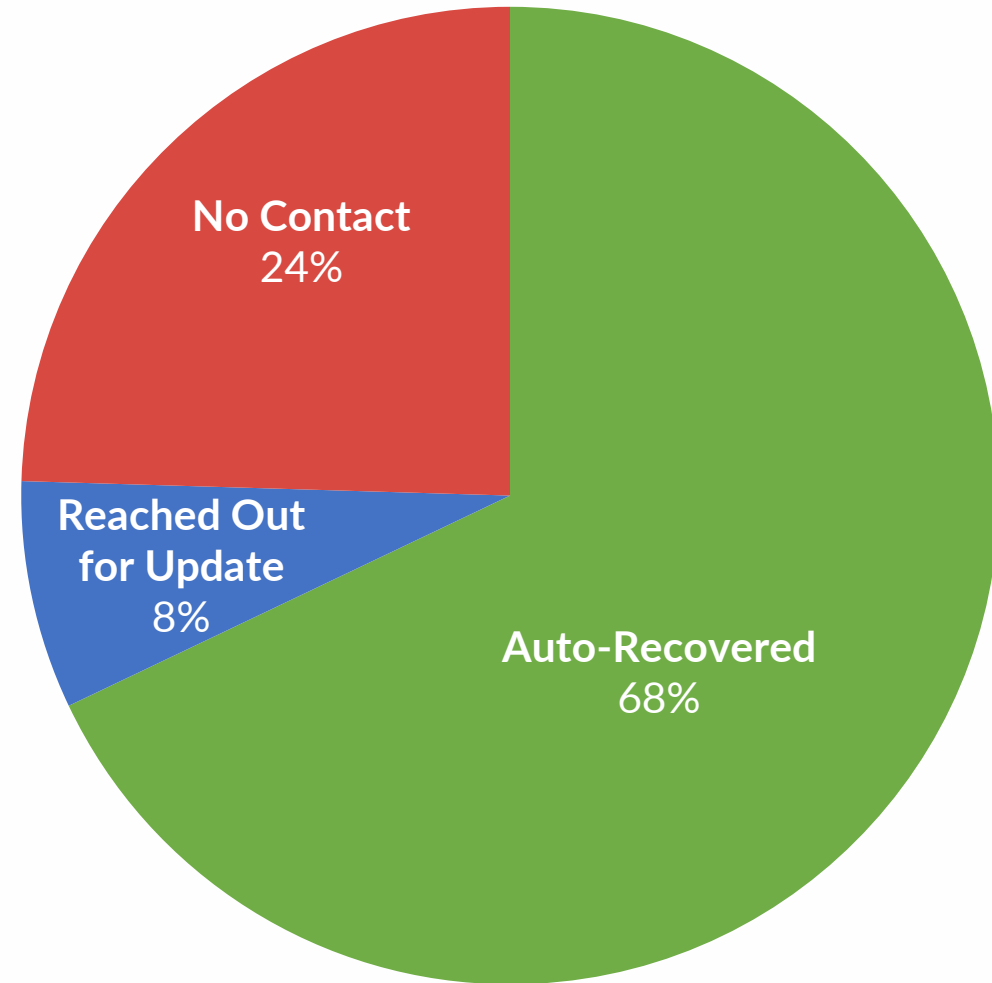
4. THERE WASN'T MUCH EFFORT  
TO **PREVENT AND RECAPTURE**  
LAPSED CREDIT CARDS.





Over 2 in 3 organizations automatically updated lost cards without intervention.

## Get-back Status (Lost Card)

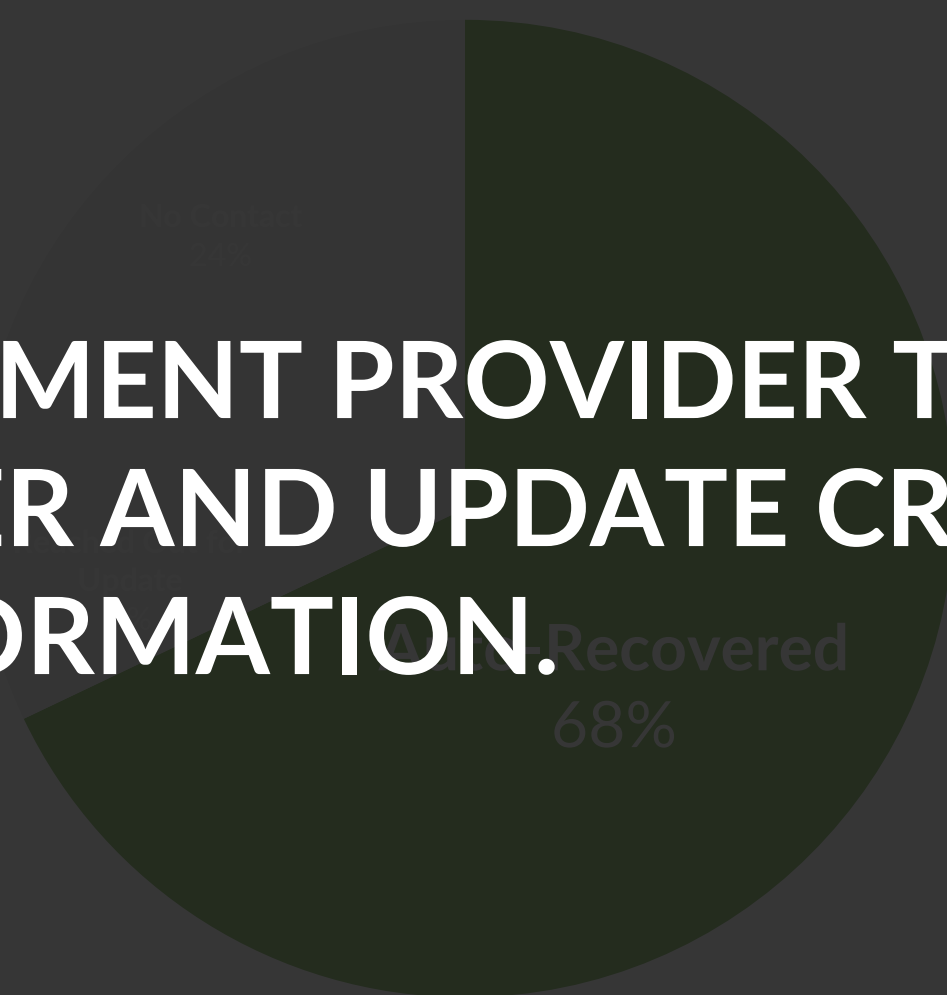


## Get-back Status (Lost Card)

Over 2 in 3

**CHECK WITH YOUR PAYMENT PROVIDER TO SEE  
IF YOU AUTO RECOVER AND UPDATE CREDIT  
CARD INFORMATION.**

organization automatically updated lost cards without intervention.



## Get-back Status (Lost Card)

Get-back Status	Percentage
No Contact	24%
Contact	75%

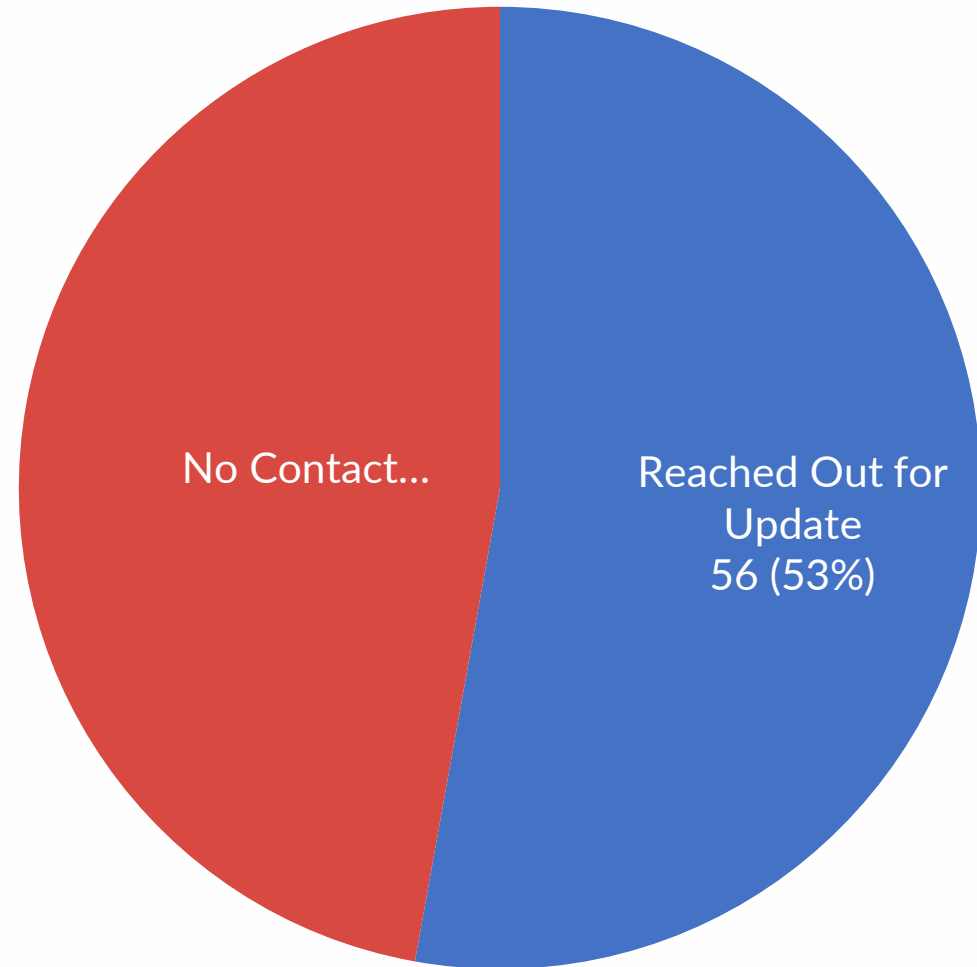
Almost a quarter of organizations did not contact us about a lost card.

**75% OF ORGANIZATIONS WHO DIDN'T AUTOMATICALLY UPDATE THE CARD DID NOTHING AT ALL TO RECOVER IT.**



Just under half of nonprofits did not reach out to get a new card in the analysis window.

## Get-back Status (Cancelled Card)



Get-back Status (Cancelled Card)

Just under half of nonprofits did not reach out to get a new card in the analysis window.

**LOOK AT THE SYSTEMS IN PLACE TO NOTIFY YOU WHEN A CARD IS CANCELLED AND HOW TO CONTACT A DONOR TO GET A NEW ONE.**

No Contact  
47%



# 4 SURPRISING THINGS WE LEARNED



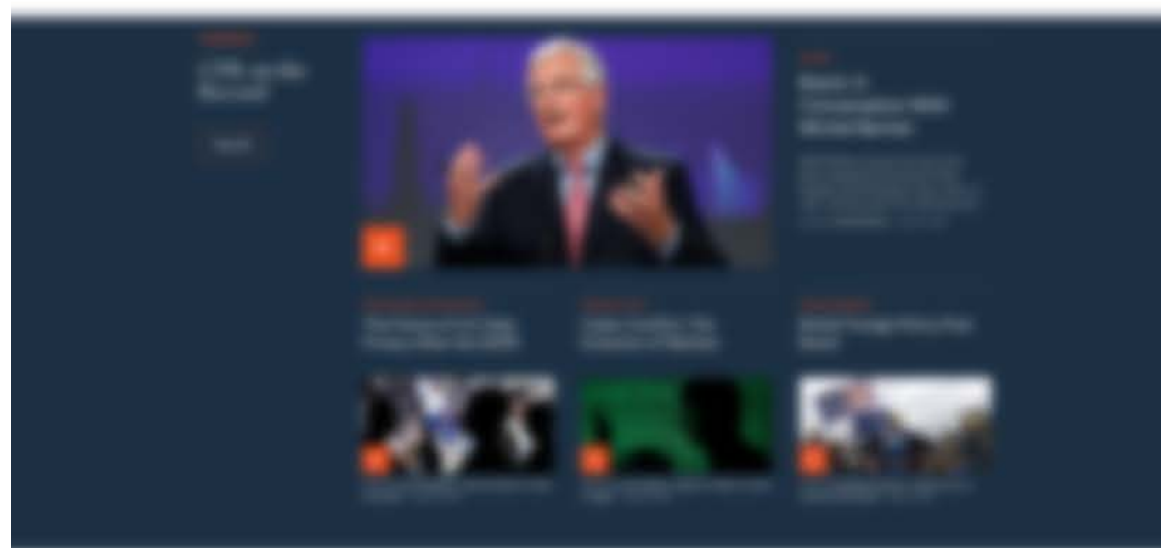
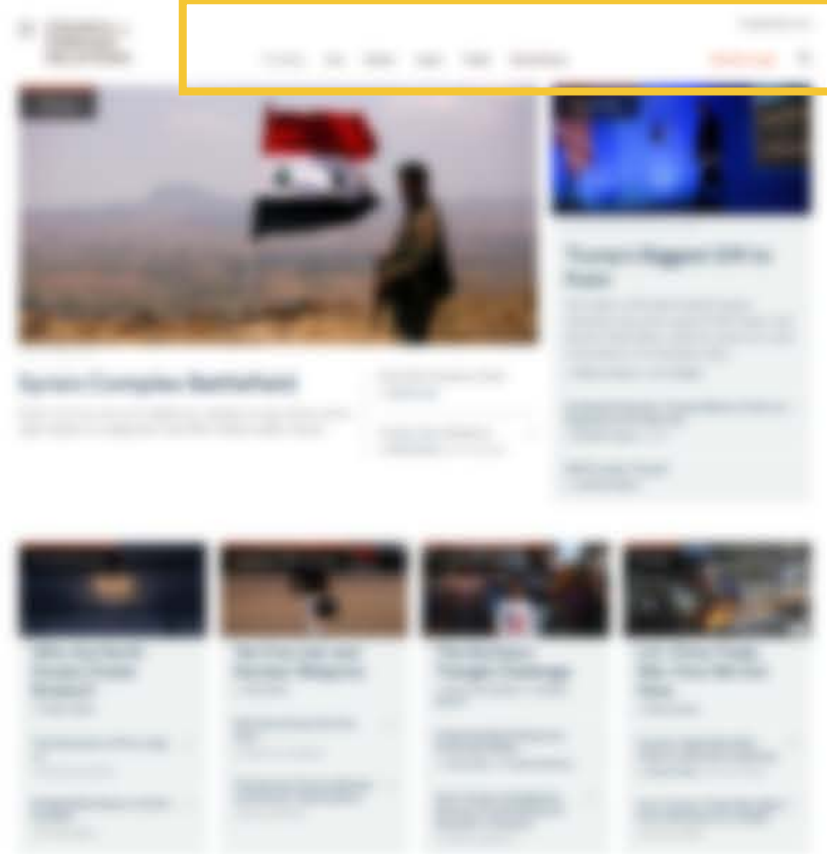
**3 IDEAS TO TRY NEXT MONTH**



1. TRY USING YOUR **NAVIGATION & HOME PAGE** TO GET MORE QUALIFIED TRAFFIC TO YOUR RECURRING GIVING PAGE.





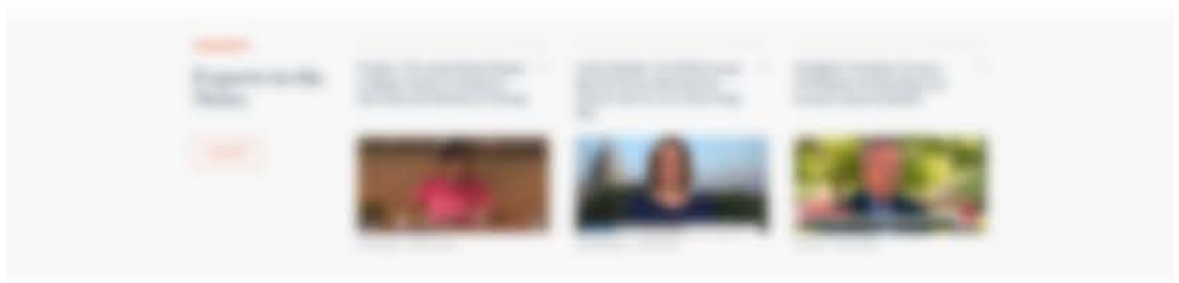




## Explainers



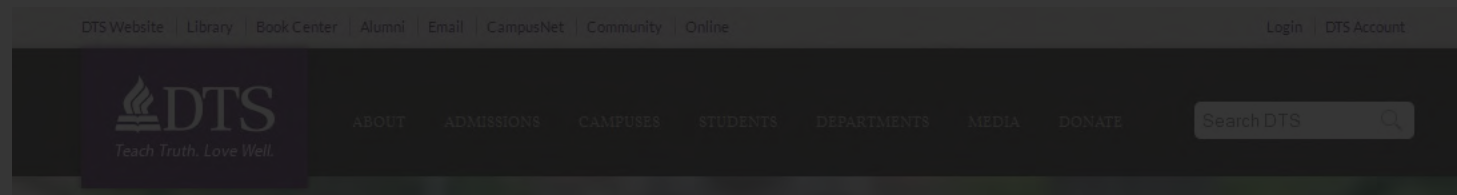
**The State of America**  
A video explaining the current state of the nation and the role of the government.



# How Visually Emphasizing The Donate Button Affects Traffic

Experiment ID: #1698

## CONTROL

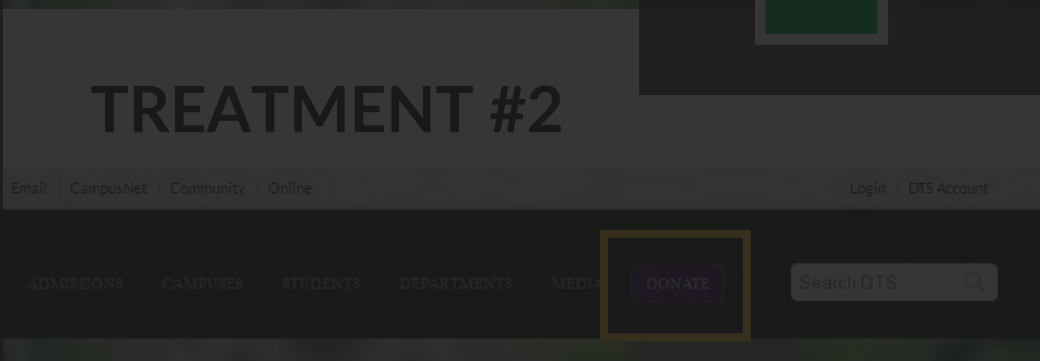


USE YOUR NAVIGATION TO MAKE IT CLEAR WHERE TO GO TO GIVE.



190%

In Donations



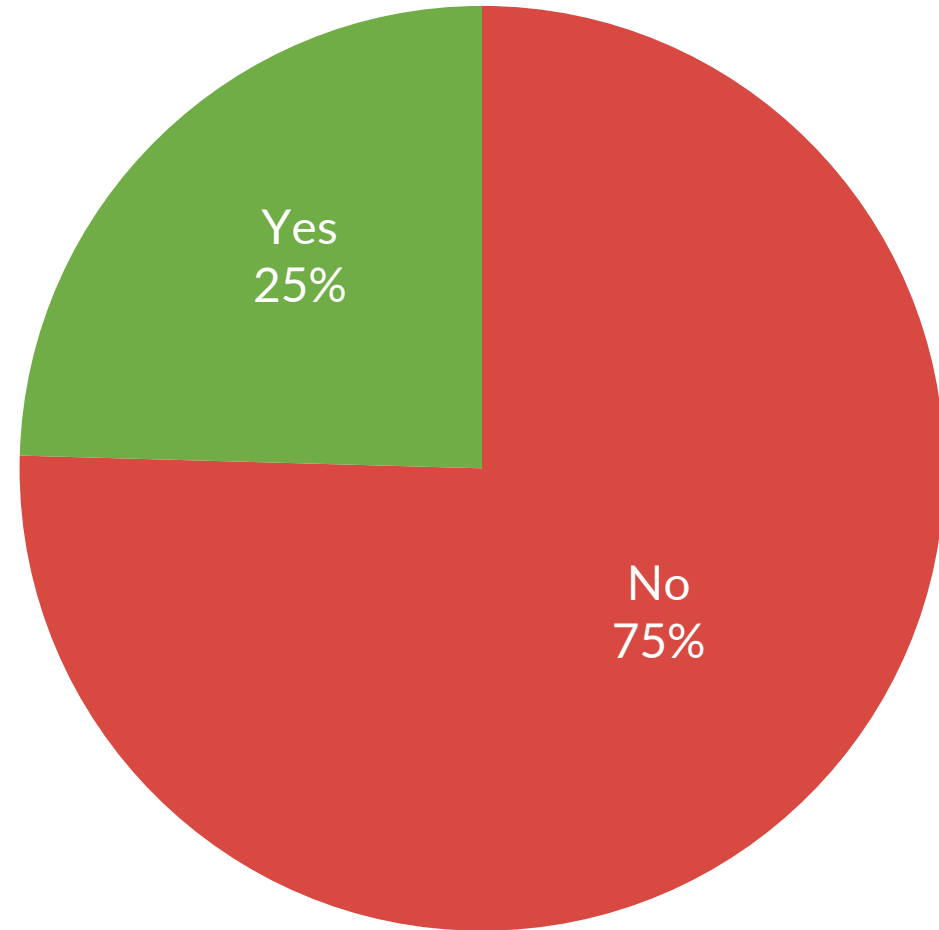
160%

In Donations\*

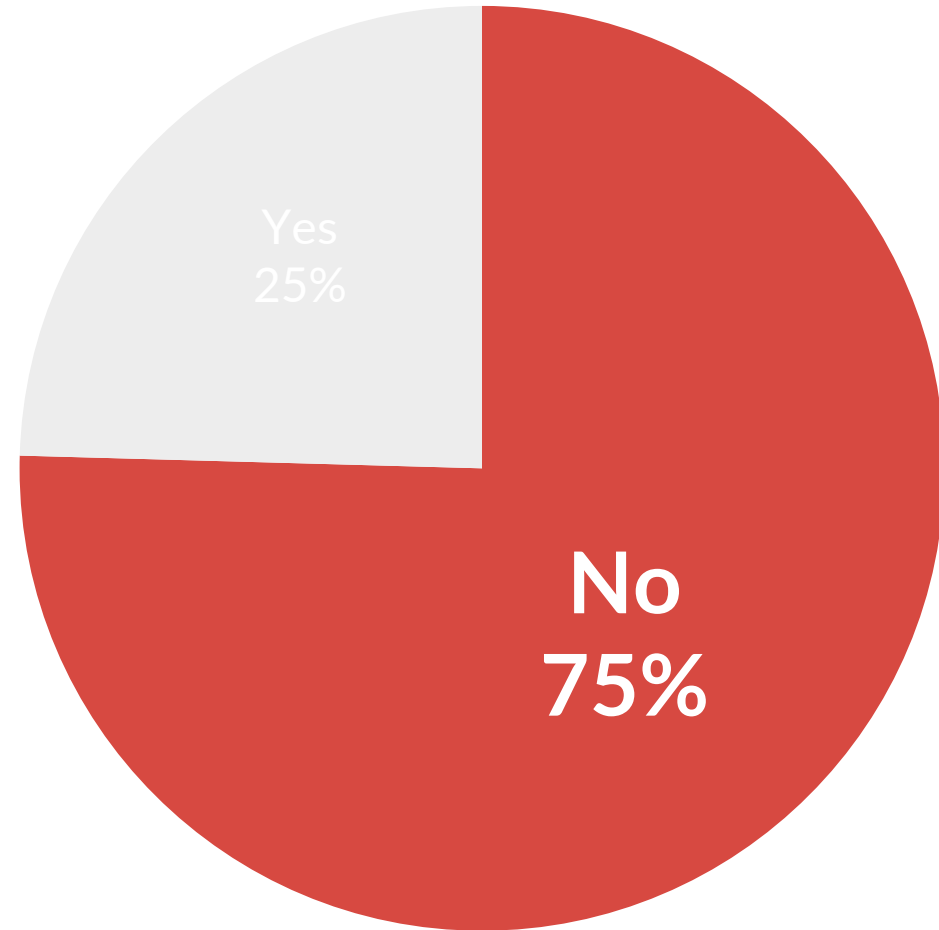
\*94% level of confidences



3 out of 4 organizations do *not* have a separate call-to-action-for recurring donations.



3 out of 4 organizations do *not* have a separate call-to-action-for recurring donations.



# How Addressing A New Segment Of Donors On The Homepage Impacted Donor Conversion

Experiment ID: #6446

**USE YOUR HOMEPAGE TO ADDRESS A NEW DONOR SEGMENT AND MAKE IT EASIER TO FIND OUT WHERE TO MAKE A RECURRING GIFT.**



**46%**

In Donations





# CHILD SPONSORSHIP CHANGES LIVES!

You can make an eternal difference in the life of a child in need. Sponsor a Child TODAY!

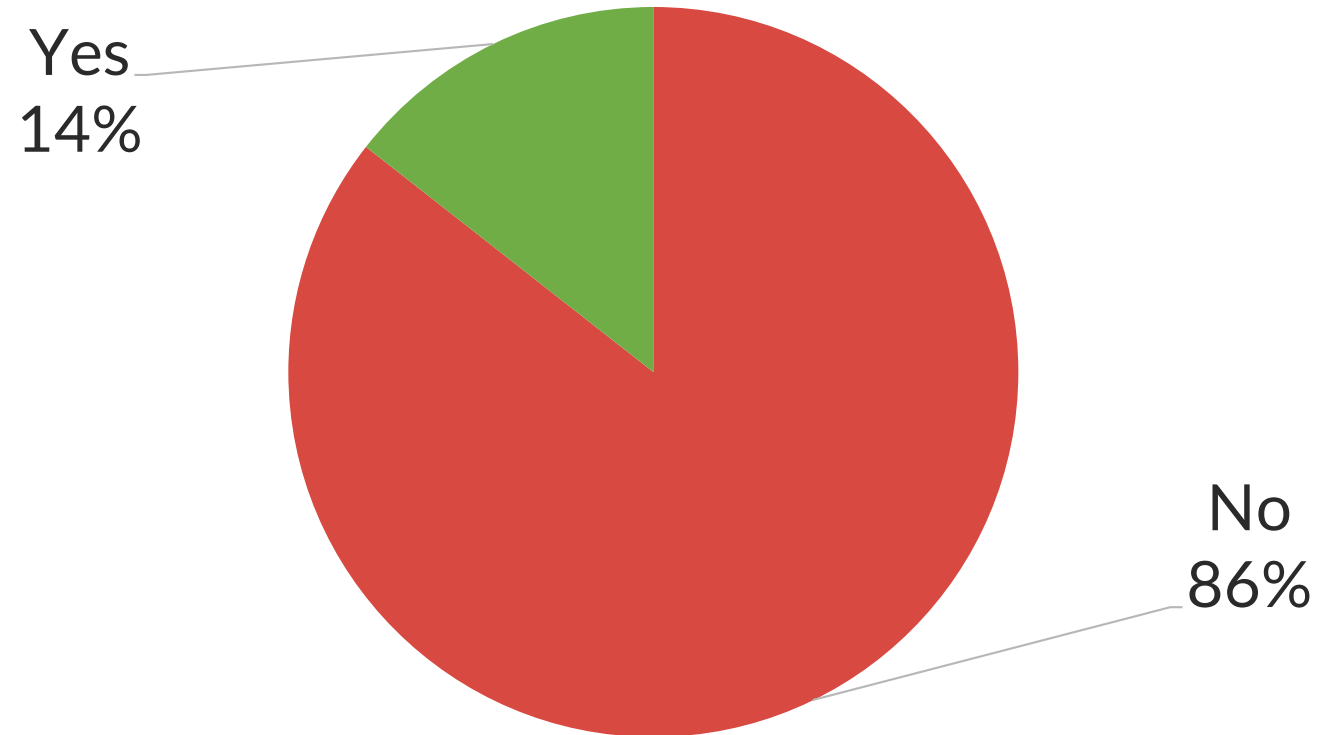
[LEARN MORE →](#)

2. TRY **PROMPTING** ONE-TIME  
DONORS TO MAKE A  
RECURRING GIFT.





# Did the Organization Prompt Donors to Upgrade to a Monthly Gift?



\* Based upon those organizations with the ability to give a recurring gift online



# Prompts/Pop-Ups Ranged From Simple To Complex

## Simple Recurring Gift Callouts

### Gift Amount

Is this a monthly gift?

Yes

No

A monthly gift shows your commitment to care, support, and research.

\$35

\$60

\$120

\$1,000

Your Best Gift

## Complex popups shown on submission

### MAKE IT MONTHLY!

Put your gift to work year round. Join Defenders of Wildlife as a member of our Wildlife Guardians, a dedicated group giving monthly to ensure a brighter future for the wildlife we all cherish.

**YES! PLEASE PROCESS MY MONTHLY GIFT OF \$10!**

[No thanks, complete my one-time gift.](#)

You can cancel or change your gift at any time.



every month from



pampered|chef.

No, thanks.  
Process my original gift of \$15.

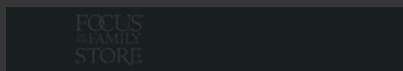
s made  
entire mission and will not be designated to a  
specific program or location.



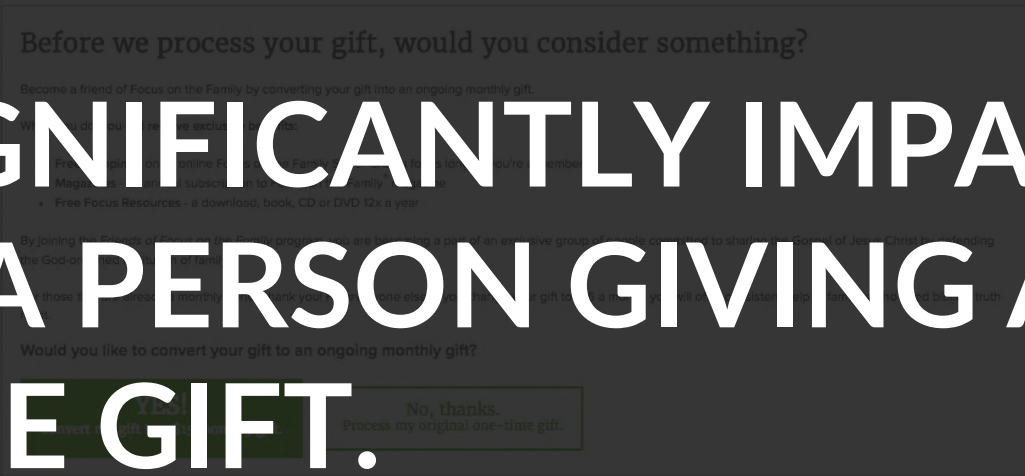
# How Presenting The Opportunity To Make A Recurring Gift At The Moment Of A Person's One-time Gift Transaction Affects Recurring Gift Conversion.

Experiment ID: #9024

CONTROL



TREATMENT



THE POP-UP DIDN'T SIGNIFICANTLY IMPACT THE LIKELIHOOD OF A PERSON GIVING A ONE-TIME GIFT.



64%

In Recurring Gifts



**WHY** DOES THIS WORK?



A dark, atmospheric photograph of a space shuttle launch. The shuttle is positioned vertically on the launch pad, with its external tank and boosters clearly visible. The orbiter is attached to the side of the external tank. The shuttle is surrounded by a massive plume of white smoke and fire from the engines. The launch pad structure is visible on the left side of the frame. The overall scene is dimly lit, with the primary light source being the engines of the shuttle. The text "COGNITIVE MOMENTUM." is overlaid in the center of the image in a bold, white, sans-serif font.

**COGNITIVE MOMENTUM.**

# How Rolling Out A Recurring Gift Pop-out On All Donation Pages Impacts Donor Conversion.

Experiment ID: #9169

## CONTROL

The screenshot shows the 'My Gift to Support Family Ministry' page. It features a dark teal header with the 'FOCUS ON THE FAMILY STORE' logo. Below the header, there is a section for selecting a gift amount with radio buttons for \$10.00, \$50.00, and \$250.00. A dropdown menu is set to '\$10.00'. There is a 'Make my donation recurring' checkbox which is unchecked. Under 'CHOOSE YOUR PRESENT', three gift options are listed: 'Adventures in Ordinary Life: The Way That God' (Digital, \$19.99), 'Citizens Magazine Subscription (12 Issues/Year)' (Hardcover, \$19.99), and 'Friends of Focus on the Family Book of Breakfast Devotions' (Hardcover, \$20.00). Below this is a 'BILLING INFORMATION' section with fields for First Name, Last Name, Email Address, City, and Zip Code. At the bottom, there is a 'PAYMENT METHOD' section with a 'Credit Card' option selected. A green 'Make a Donation' button is at the very bottom.

## TREATMENT

The screenshot shows a white pop-up box with a grey border. The title is 'Before we process your gift, would you consider something?'. The text inside reads: 'Become a friend of Focus on the Family by converting your gift into an ongoing monthly gift. When you do, you will receive exclusive benefits:'. A bulleted list follows: 'Free Shipping - on all online Focus on the Family Store™ orders for as long as you're a member', 'Magazines - an annual subscription to Focus on the Family® magazine', and 'Free Focus Resources - a download, book, CD or DVD 12x a year'. Below the list, it says: 'By joining the Friends of Focus on the Family program, you are becoming a part of an exclusive group of people committed to sharing the Gospel of Jesus Christ by defending the God-ordained institution of family. For those that are already a monthly donor, thank you! For everyone else, if you change your gift to \$15 a month, you will offer consistent help to families who need biblical truth most. Would you like to convert your gift to an ongoing monthly gift?'. At the bottom, there are two buttons: a green 'YES! Convert my gift to a \$15 monthly gift.' button and a white 'No, thanks. Process my original one-time gift.' button.

 **24%**  
In Recurring Gifts



# How Rolling Out A Recurring Gift Pop-out On All Donation Pages Impacts

## Before we process your gift, would you consider something?

Become a friend of Focus on the Family by converting your gift into an ongoing monthly gift.

When you do, you will receive exclusive benefits:

- **Free Shipping** - on all online Focus on the Family Store\* orders for as long as you're a member
- **Magazines** - an annual subscription to Focus on the Family\* magazine
- **Free Focus Resources** - a download, book, CD or DVD 12x a year

By joining the *Friends of Focus on the Family* program, you are becoming a part of an exclusive group of people committed to sharing the Gospel of Jesus Christ by defending the God-ordained institution of family.

For those that are already a monthly donor, thank you! For everyone else, if you change your gift to \$15 a month, you will offer consistent help to families who need biblical truth most.

Would you like to convert your gift to an ongoing monthly gift?

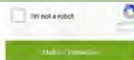
**YES!**

Convert my gift to a \$15 monthly gift.

No, thanks.

Process my original one-time gift.

Make a Donation



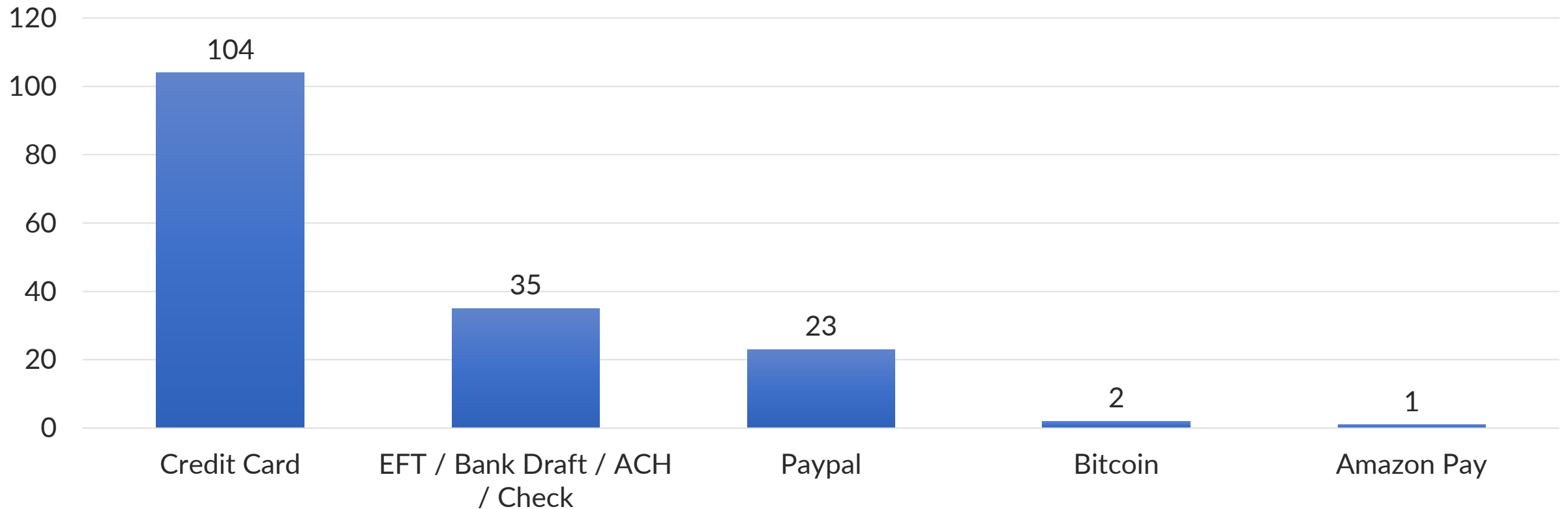
3. TRY OFFERING **EFT/ACH**  
PAYMENT OPTIONS.





# Not All Payment Types Are Equal

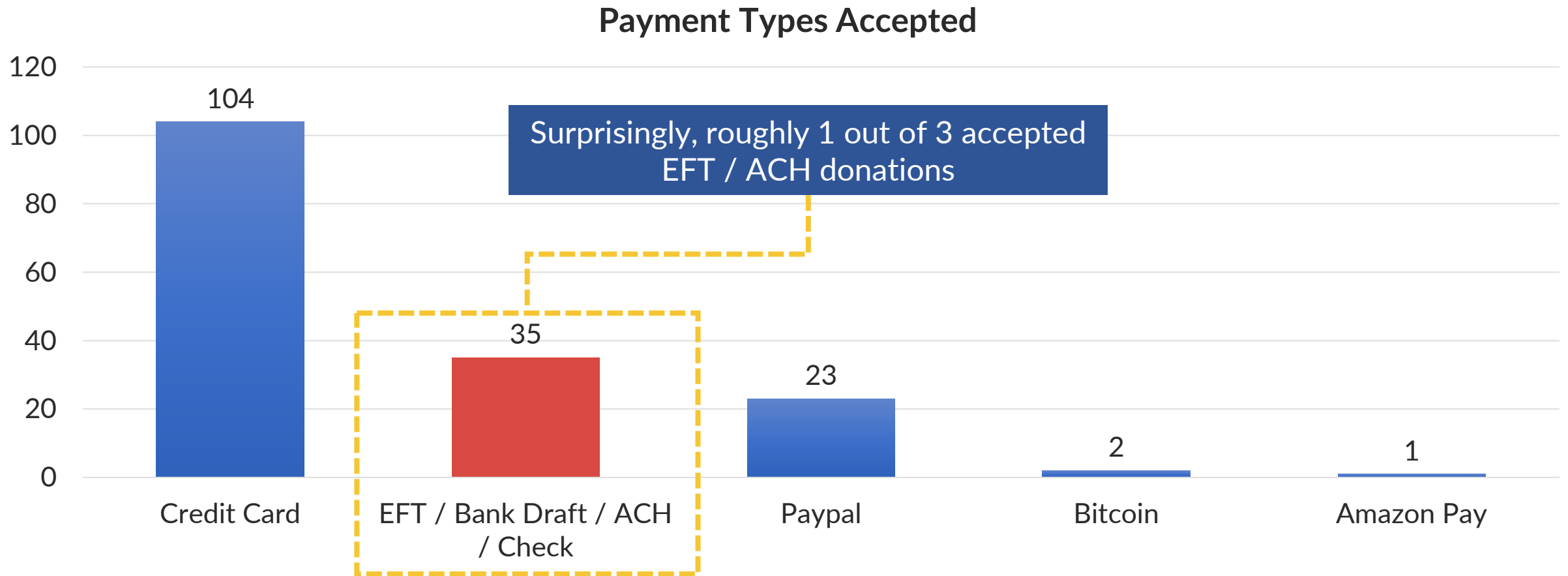
Payment Types Accepted



\* Based upon those organizations with the ability to give a recurring gift online



# Not All Payment Types Are Equal



\* Based upon those organizations with the ability to give a recurring gift online



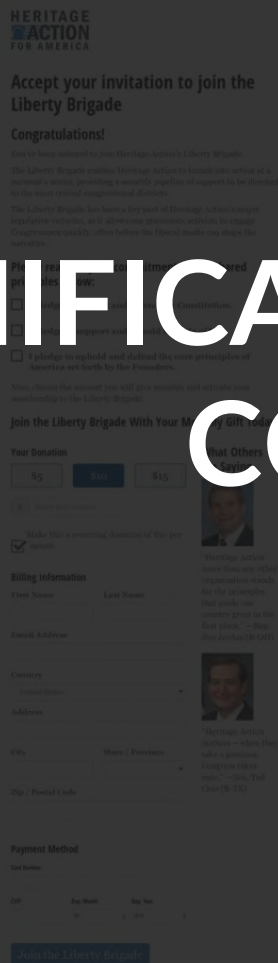
**MEDIAN RETENTION RATE  
FOR EFT DONORS WAS 4%  
HIGHER THAN CREDIT CARD  
DONORS.**



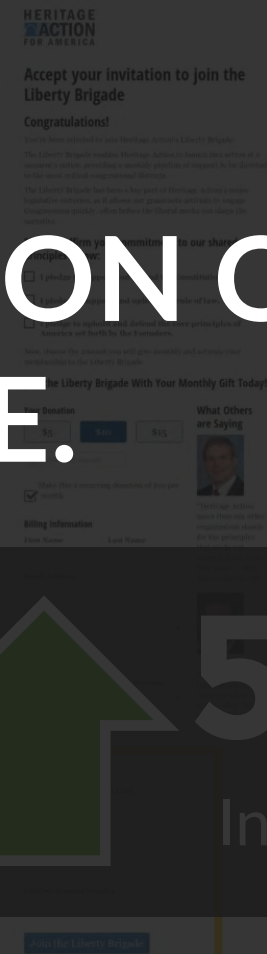
# How Additional Payment Options Impacted Long-term Revenue

Experiment ID: #5981

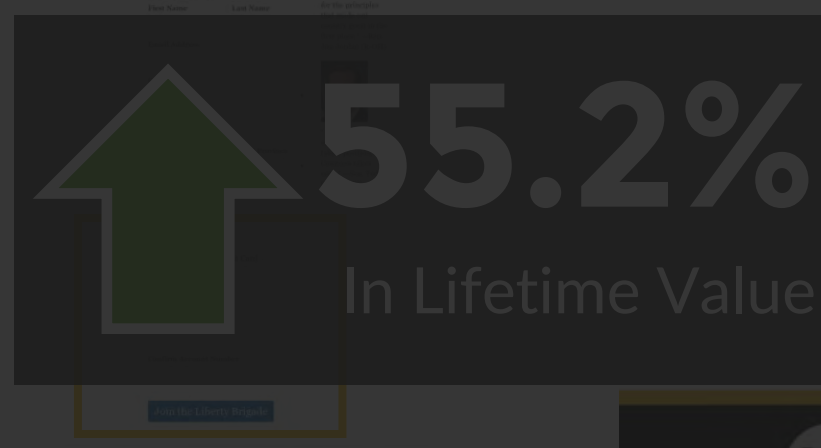
## CONTROL



## TREATMENT



**NO SIGNIFICANT DIFFERENCE ON OVERALL CONVERSION RATE.**



**3 IDEAS TO TRY NEXT MONTH**



**2 THINGS TO DO NEXT WEEK**



1. MAKE A ONE-TIME AND  
RECURRING DONATION TO YOUR  
ORGANIZATION.

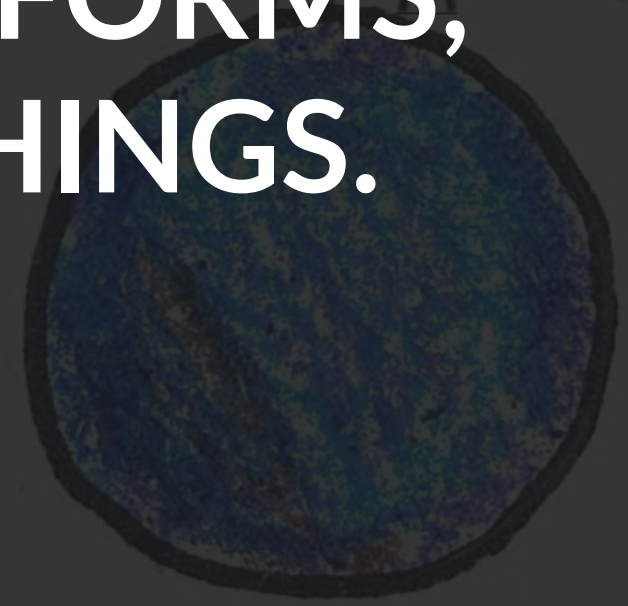
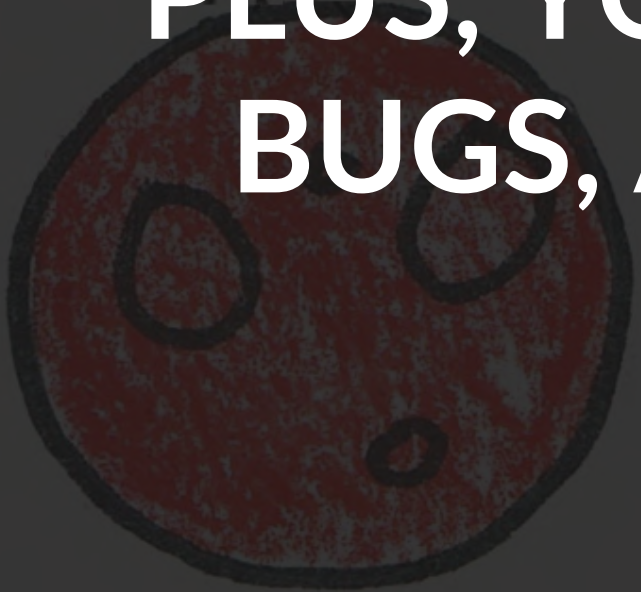


Fundraisers

Donors



**PLUS, YOU'LL FIND BROKEN FORMS,  
BUGS, AND OTHER 'FUN' THINGS.**



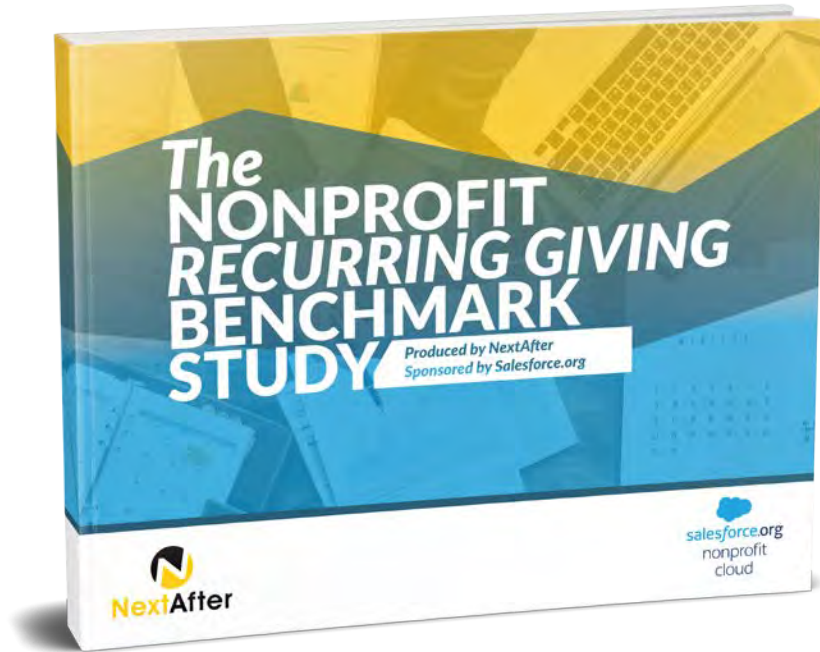
Mars

Venus



2. **BENCHMARK YOURSELF** AGAINST  
THE ORGANIZATIONS IN OUR STUDY.





Benchmark yourself today at  
[recurringgiving.com/benchmark  
-your-organization](https://recurringgiving.com/benchmark-your-organization)

# The Nonprofit Recurring Giving Benchmark

Personalized results for [REDACTED]

Recurring donors can add tremendous value to an organization, with the average recurring donor being 4x more valuable than a one-time donor. In order to optimize recurring giving, you have to know what opportunities you have for testing and optimization.

Below, you'll find your organizations specific results that we tracked while conducting the Nonprofit Recurring Giving Benchmark Study. It's our hope that this gives you a lens to see new ideas and strategies that you can test in order to grow your recurring giving.

[Methodology](#) [Conversion Process](#) [Recommendation](#)

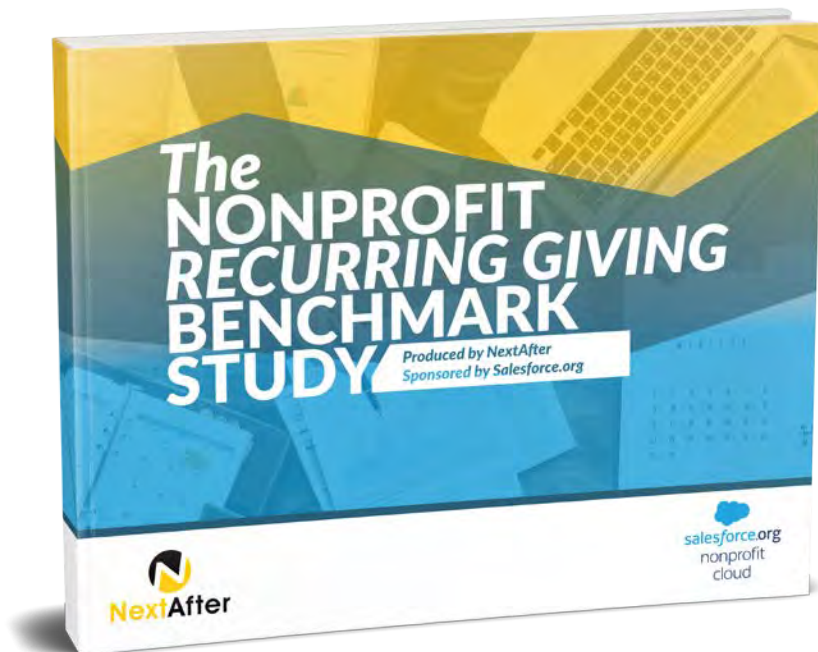
## Methodology

At the start of 2018, we set out to analyze recurring giving from the donor's perspective. We identified 115 major nonprofit organizations, became mystery donors, and made three types of donations:

1. We made a **one-time donation**.
2. We made a **recurring donation**.
3. We made a one-time donation, and **upgraded to a recurring donation** after 1 month.

As we donated, we recorded every detail from calls to actions





Benchmark yourself today at  
[recurringgiving.com/benchmark  
-your-organization](https://recurringgiving.com/benchmark-your-organization)

Get the full study

## Conversion Process

During the conversion process, we began on your homepage, looking to see how you are driving your homepage traffic to your donation page. Then, after clicking through the donation page, we looked at value proposition copy, form fields, gift arrays, upgrade opportunities, and more.

Finally, after making each donation, we analyzed the follow-up thank-you pages to see what next steps you are providing to the donor. Here's what we discovered:

### Report Card



Was it possible to make a *one-time* gift on the website?

From the study: **Yes = 98%** **No = 2%**

[\(Why this important\)](#)



Was it possible to make a *recurring* gift on the website?

From the study: **Yes = 92%** **No = 8%**

[\(Why this important\)](#)



On the homepage, was there a separate button or call-to-action specifically for recurring donors?

From the study: **Yes = 25%** **No = 75%**

[\(Why this important\)](#)



On the one-time gift donation page, was there an ability to make a recurring gift?

From the study: **Yes = 87%** **No = 13%**

[\(Why this important\)](#)



Did your organization offer tangible benefits for giving a recurring gift?

From the study: **Yes = 23%** **No = 77%**

[\(Why this important\)](#)



Did you have a gift array and was it ordered from smallest to largest?

From the study: **Yes = 62%** **No = 38%**

[\(Why this important\)](#)

Did you collect a phone number on your donation form to allow for additional



From the study: **Yes = 67%** **No = 33%**

[\(Why this important\)](#)

# C+

## Your Overall Grade

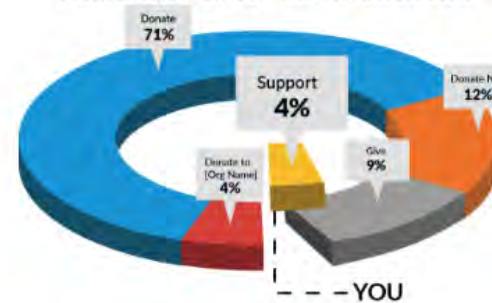
You have many of the elements of a successful recurring gift acquisition process but there is still potential to improve your results. Even small changes can have a big impact given the importance of recurring donors.

*\* The grade and recommendations above are based upon academic research and experiments performed by NextAfter. However, every organization and their donors are unique; what works for one may not work for another. It is our recommendation that each organization test the recommendations above to measure the impact on their own audience.*

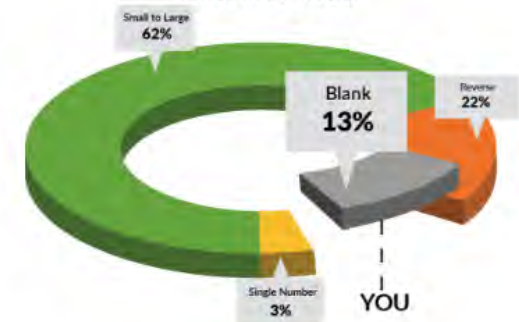
## Additional Findings

We noticed some differences the various organizations' conversion process that have not been validated to hurt or help in the conversion process. However, we found the differences interesting and worth visualizing.

### Homepage Call-to-Action Button Text



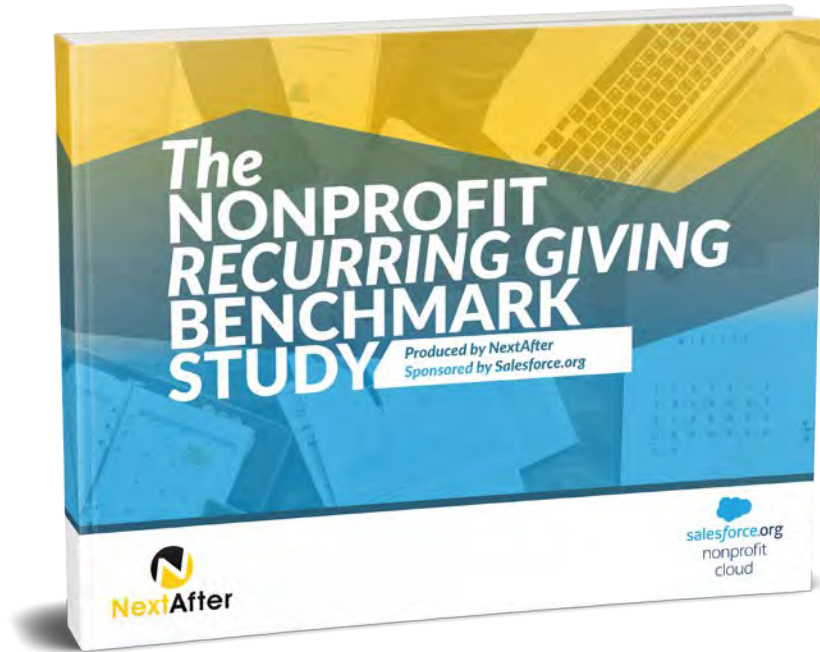
### Gift Array Order



### Gift Array Options



(Hover over bubbles for more information)



Benchmark yourself today at [recurringgiving.com/benchmark-your-organization](http://recurringgiving.com/benchmark-your-organization)

**2 THINGS TO DO NEXT WEEK**

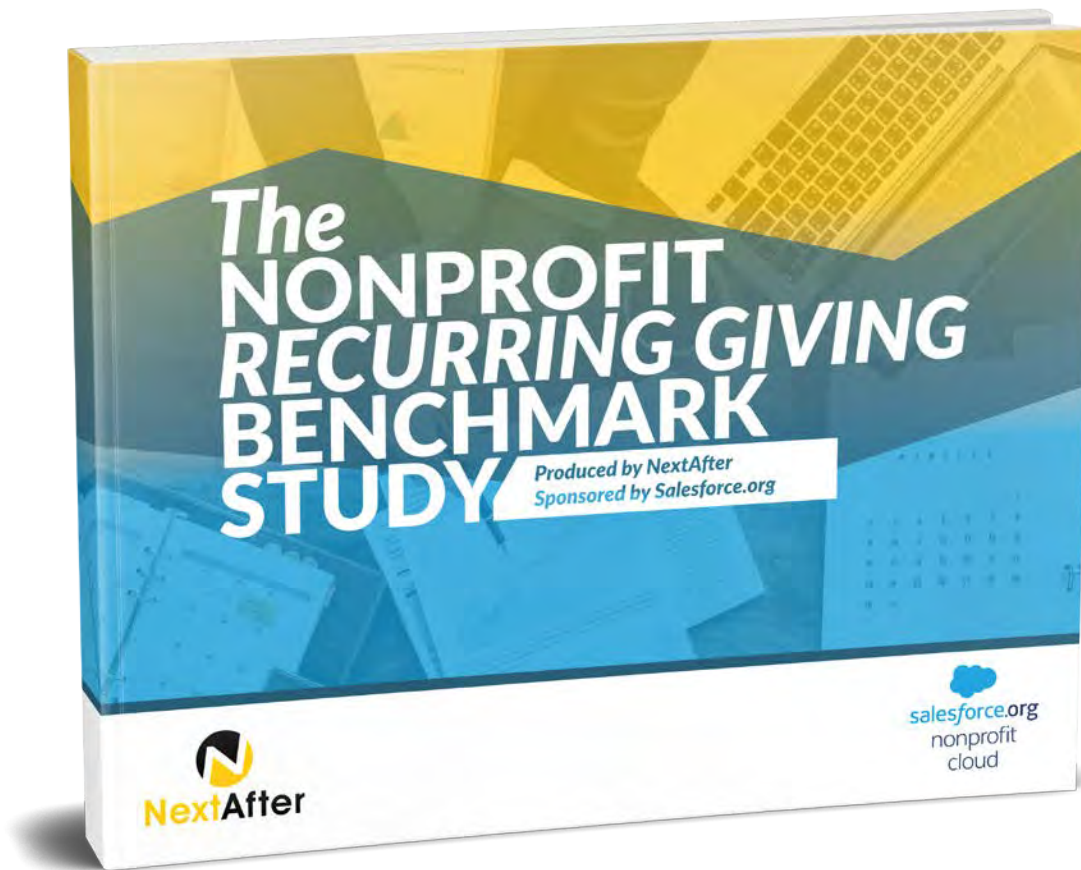


**1 THING TO DO TOMORROW**



1. **GET** THE FULL, BIG A\*\* STUDY.

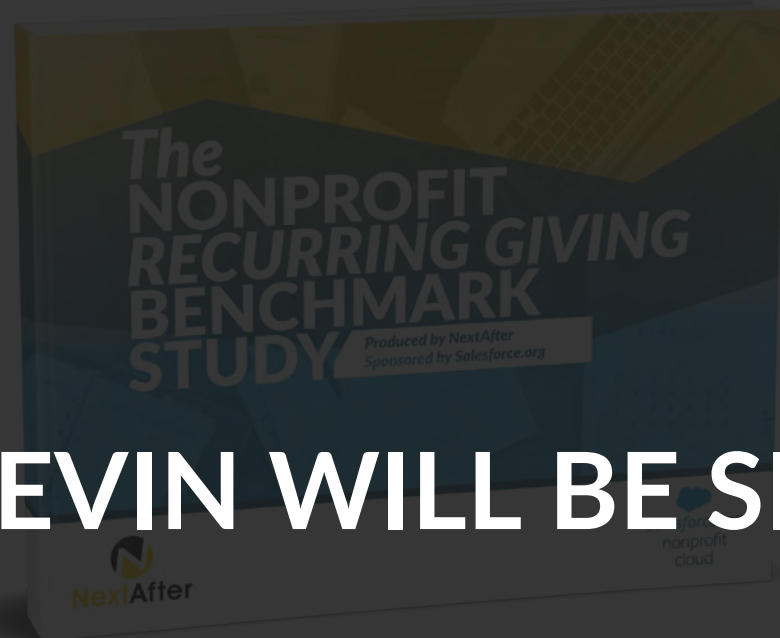




Get The Nonprofit Recurring Giving Benchmark Study today at [recurringgiving.com](https://recurringgiving.com)







**KEVIN WILL BE SIGNING COPIES AT THE BACK.**

Get more research on things like:

- Gift arrays
- Premiums
- Communication analysis by verticals
- Month by month communications per donor type

Get even more ideas to:

- Make recurring giving easier
- Help donors find where to give
- Improve your donation cam
- Improve channel communications
- Improve donor cultivation
- Improve donor communication strategies
- Get better inbox placement
- Improve your appeals and thank-you communication
- Win back more lapsed credit cards

Get The Nonprofit Recurring Giving Benchmark Study today  
at [recurringgiving.com](https://recurringgiving.com)





**THANK YOU!**

**BRADY@NEXTAFTER.COM**  
**@BRADYJOSEPHSON**  
**NEXTAFTER.COM**

