

## Today's Agenda

- Introductions
- The importance of Sustainer Giving
- How Do You Acquire Sustainers
- How Can You Improve Sustainer Retention and Donor Experiences?
- How can you Convert and Upgrade your Sustainers?
- Wrap-Up



DMFA Direct Marketing Fundraisers Association

1

## Your Workshop Presenters

- Liz Murphy, *Beaconfire Red*
- Cameron Popp, *WETA*
- Erica Waasdorp, *A Direct Solution*



DMFA Direct Marketing Fundraisers Association

2



## Where is Sustainer Giving Today?

DMFA Direct Marketing Fundraisers Association

3

The average monthly gift is between **\$23 and \$36** per month, depending on source and organization type.

**That's between \$276 and \$432 per year.**

Sources: MBR, Network for Good, Blackbaud Luminate Online Benchmark Report 2019 (2018 data)

DMFA Direct Marketing Fundraisers Association

4

## Monthly Donors Give More \$\$\$

Single Gift Mail \$58

Single Gift Online \$96

✓ **Monthly Gifts \$288**

Sources: MBR, Network for Good, Blackbaud Luminate Online Benchmark Report 2019 (2018 data)

DMFA Direct Marketing Fundraisers Association

5

## Sustainer Populations & Revenues Are Increasing

**52% increase** in median sustainers over 3 years

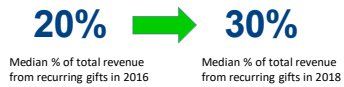
**94% increase** in median revenue over 3 years

Source: Blackbaud Target Analytics Sustainer Summit 2019, 2018 data

DMFA Direct Marketing Fundraisers Association

6

## Recurring Revenue is increasing as a share of Total Revenue.



Source: Blackbaud DonorCentrics Sustainer Benchmark Study 2019

**DMFA** Direct Marketing Fundraisers Association

7

## Share of Sustainers in Active Donor Files:

**5% - 30%**

**Depends on sector, maturity of program, strategy and investment level**

**DMFA** Direct Marketing Fundraisers Association

8

## Sustainer Retention by Payment Type

Check Statements	62%
Credit Card	87%
✓ EFT/ACH	94%

On average 5% of donors use EFT

Source: Blackbaud DonorCentrics Sustainer Benchmark Study 2019, 2018 data

**DMFA** Direct Marketing Fundraisers Association

9



## Acquiring Sustainers Online

**DMFA** Direct Marketing Fundraisers Association

10

## Acquiring Sustainers Using Other Channels



- Mail
- Phone
- Face to Face
- TV
- Events

**DMFA** Direct Marketing Fundraisers Association

11

## Ways to Ask to Convert Existing Donors

**46%**

Median % of donors who converted from single to recurring via **web/digital** sources

**10%**

Median % of donors who converted from single to recurring via **mail**

**10%**

Median % of donors who converted from single to recurring via **telemarketing**

Source: DonorCentrics™ Sustainer Benchmarking USA 2019, based upon 35 organizations that have 4,000 sustainers or more, many also use other channels

**DMFA** Direct Marketing Fundraisers Association

12

## You can Use the mail!



DMFA Direct Marketing Fundraisers Association

13

## Start early to new and existing donors

- Ask IN your thank you letter
- Ask WITH your thank you letter
- Ask WITHIN first month of a gift

DMFA Direct Marketing Fundraisers Association

14

## Ask in Thank You Letter



DMFA Direct Marketing Fundraisers Association

15

## Ask with your Thank You

☒ **YES, I want to provide support for the UUA all year round with a recurring monthly gift.**

☐ \$10 per month ☐ \$12 per month ☐ \$15 per month ☐ \$20 per month ☐ \$25 per month ☐ Other \$\_\_\_\_\_ per month

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_  
Email \_\_\_\_\_  
Your email and phone number allow us to follow up when we need to contact you about updated credit card expiration dates, etc.

**To sign up online visit [giving.uua.org/sustainers](http://giving.uua.org/sustainers)**

**I will make my monthly gift by:**

☐ Bank Debit – I authorize my bank to remit my gift each month. Enclosed is a voided check or deposit slip.

☐ Credit Card – Charge my credit card each month.

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number \_\_\_\_\_  
Exp Date \_\_\_\_/\_\_\_\_/\_\_\_\_  
Signature \_\_\_\_\_

I authorize the UUA and my financial institution to process the amount indicated on the 28th of each month (or next business day). I understand that I may change this at any time by notifying the UUA at [sustainer@uua.org](mailto:sustainer@uua.org) or toll-free at (800) 795-0868.

DMFA Direct Marketing Fundraisers Association

16

## Reverse shows benefits and online url

**Three Reasons Why You Should Become a Monthly Donor:**

- 1 Your faith in action is at work all year**  
Your monthly gifts provide continuous support of vital initiatives and programs that promote our values in the world and strengthen our faith community in meaningful ways. Simply choose an amount that works for your budget.
- 2 You become part of a special group of donors**  
You join a special group of more than 900 donors whose ongoing support demonstrates a steadfast commitment to the Unitarian Universalist faith we all cherish. As our way of saying "thank you," Faithful Sustainers receive a discount code for 20% off books (plus free shipping) from Beacon Press.
- 3 It's easy to set up**  
Your monthly gift can be charged to your credit card or debited from your bank account each month. It's safe and secure and you can change it at any time. Once enrolled, you'll receive an annual statement for tax purposes, summarizing your charitable giving from the prior year.

**Faithful Sustainer**

Thank you for becoming a Faithful Sustainer today. Sign up at [giving.uua.org/sustainers](http://giving.uua.org/sustainers)

DMFA Direct Marketing Fundraisers Association

17

## Ask Ongoing to Existing Donors

- Add to every appeal in a subtle way
- 'Take over' the appeal
- You decide how quickly you'd like to grow!

DMFA Direct Marketing Fundraisers Association

18

19

20

21

22

23

24



## Direct Response Television

The DRTV program began in February 2014 at an \$18 ask. After substantial testing throughout the year, the control creative shifted to new need-based creative at a \$10 ask and has remained the control creative to present day.



DMFA Direct Marketing Fundraisers Association

Source: Save the Children Bridge 2019 Sustainer Workshop

31

## Face to Face/Door to Door



DMFA Direct Marketing Fundraisers Association

Source: GlobalFaces DirectPlan 2019 Bridge Presentation

32

## Ask donors for testimonials

*"I love being part of the Monthly Giving Club! I can't afford to write big checks, so this is perfect for my budget. It's safe. It's convenient and I know that you have the funds to help an individual or family divert a financial crisis."*

Jane. Hyannis

DMFA Direct Marketing Fundraisers Association

33

## Combine your Channels



DMFA Direct Marketing Fundraisers Association

34

## Create Your Plan



DMFA Direct Marketing Fundraisers Association

35

## Share Even Your Smallest Wins!



DMFA Direct Marketing Fundraisers Association

36





37

### Contact Us:



- Liz Murphy, *Beaconfire Red*
- [Liz.Murphy@beaconfire-red.com](mailto:Liz.Murphy@beaconfire-red.com)



- Cameron Popp, *WETA*
- [cpopp@weta.org](mailto:cpopp@weta.org)



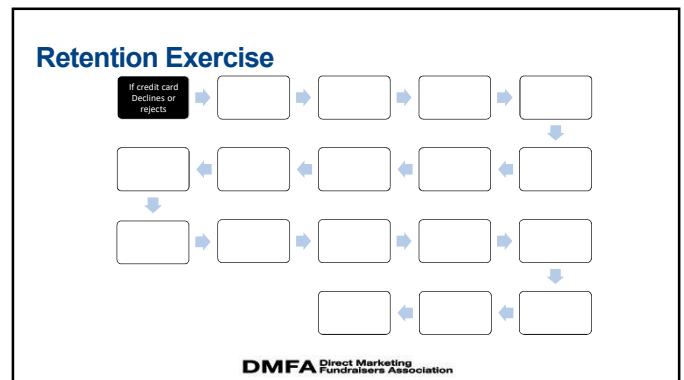
- Erica Waasdorp, *A Direct Solution*
- [erica@adirectsolution.com](mailto:erica@adirectsolution.com)

**DMFA** Direct Marketing Fundraisers Association

38



39



40



41