



# Monthly Donors: Your Secret Weapon in Uncertain Times

Erica Waasdorp,  
President, A Direct Solution



# CharityEngine: An All-in-One Nonprofit CRM

- All data and tools in one place
- One scalable platform to learn
- 100% privately owned and self-funded



# The Monthly Giving CRM

- Recurring giving is a growth engine.
- Retention beats acquisition.
- Payment failures are silent revenue killers.
- Built to protect your revenue: CharityEngine combines smart retries, automated card updating, real-time monitoring, and proactive alerts to **deliver 90%+ collection rates** for recurring gifts.





# SUSTAINABLE GIVING CERTIFICATION

“Technology alone won’t grow a sustainable giving program, but it can be either your biggest barrier or your best ally — and CharityEngine has clearly become an ally for organizations scaling sustainable giving.”

— **Dave Raley**, Author of *The Rise of Sustainable Giving*,  
Founder of the Center for Sustainable Giving, and more...

# CharityEngine Clients' Recurring Giving Stats

Average  
recurring  
gift size:  
**\$26**

Average  
credit  
card  
donation:  
**\$43**

Average  
ACH  
donation:  
**\$115**

**90%+**  
have a  
monthly  
giving  
program

Average  
program  
size:  
**350+**  
**sustainers**





# Hello, my name is Erica Waasdorp!

- 43+ Years experience in direct response
- 33+ Years experience in fundraising and monthly giving
- Author, Blogger, Presenter, AFP Master Trainer
- Recurring donor growth and retention consultant
- Married, one cat, two boys, three grandkids



# Today's agenda

01

How to evaluate monthly donor results and turn board and staff into monthly donor 'believers'

02

Craft a compelling "tiny story" that makes monthly giving irresistible for donors

03

Make the ask with language and tactics that actually work

04

Build momentum with the right mix of focus, systems, and stewardship

# The numbers ...



**That means that, in  
2025, the average donor  
lifetime value was**

**\$3,606.90**

for non-recurring donors

**\$7,288.26**

for recurring donors

Source: Neon One 2026 Recurring donor report



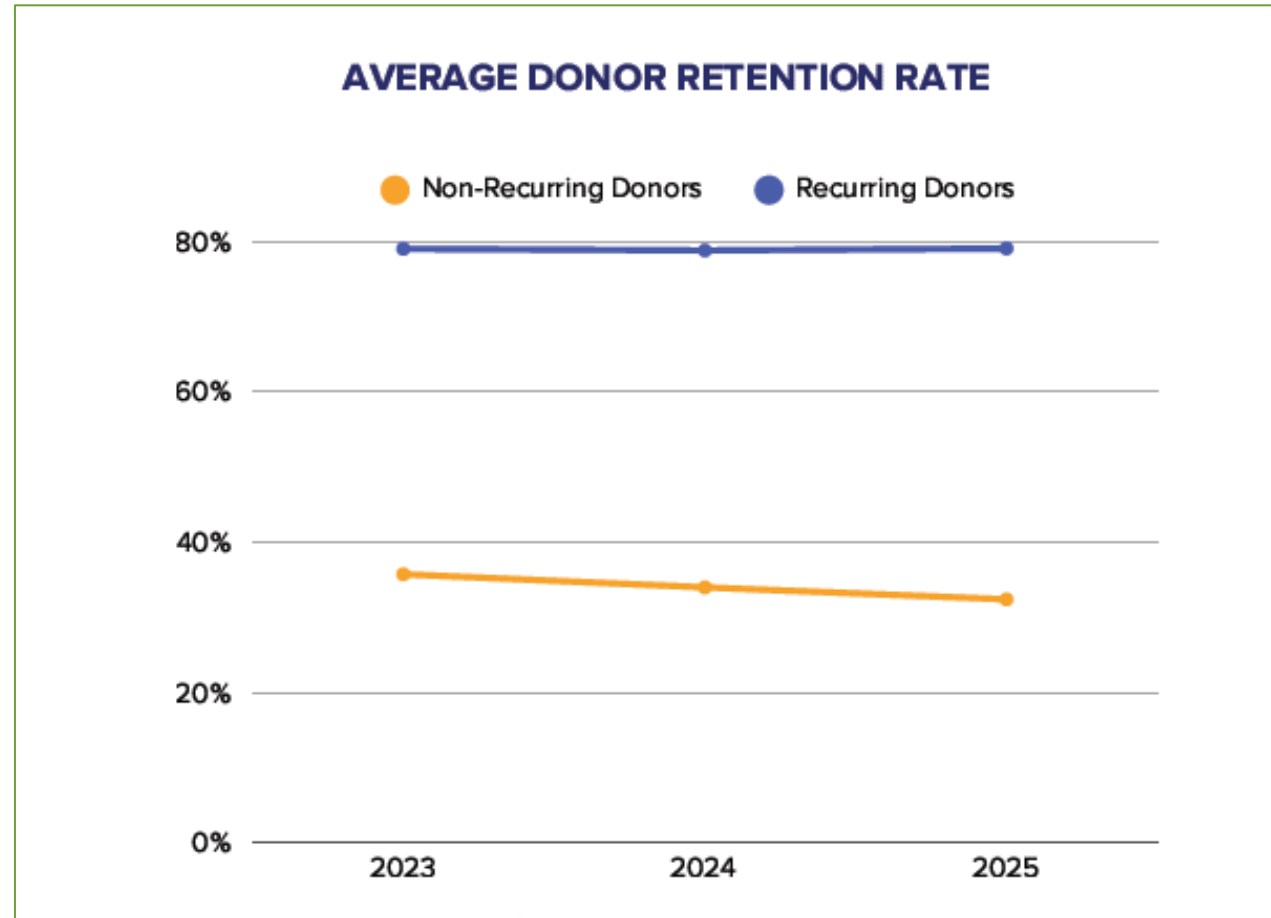
# Annual Value of recurring donors



Source: Giving Tuesday and RKD Group, US

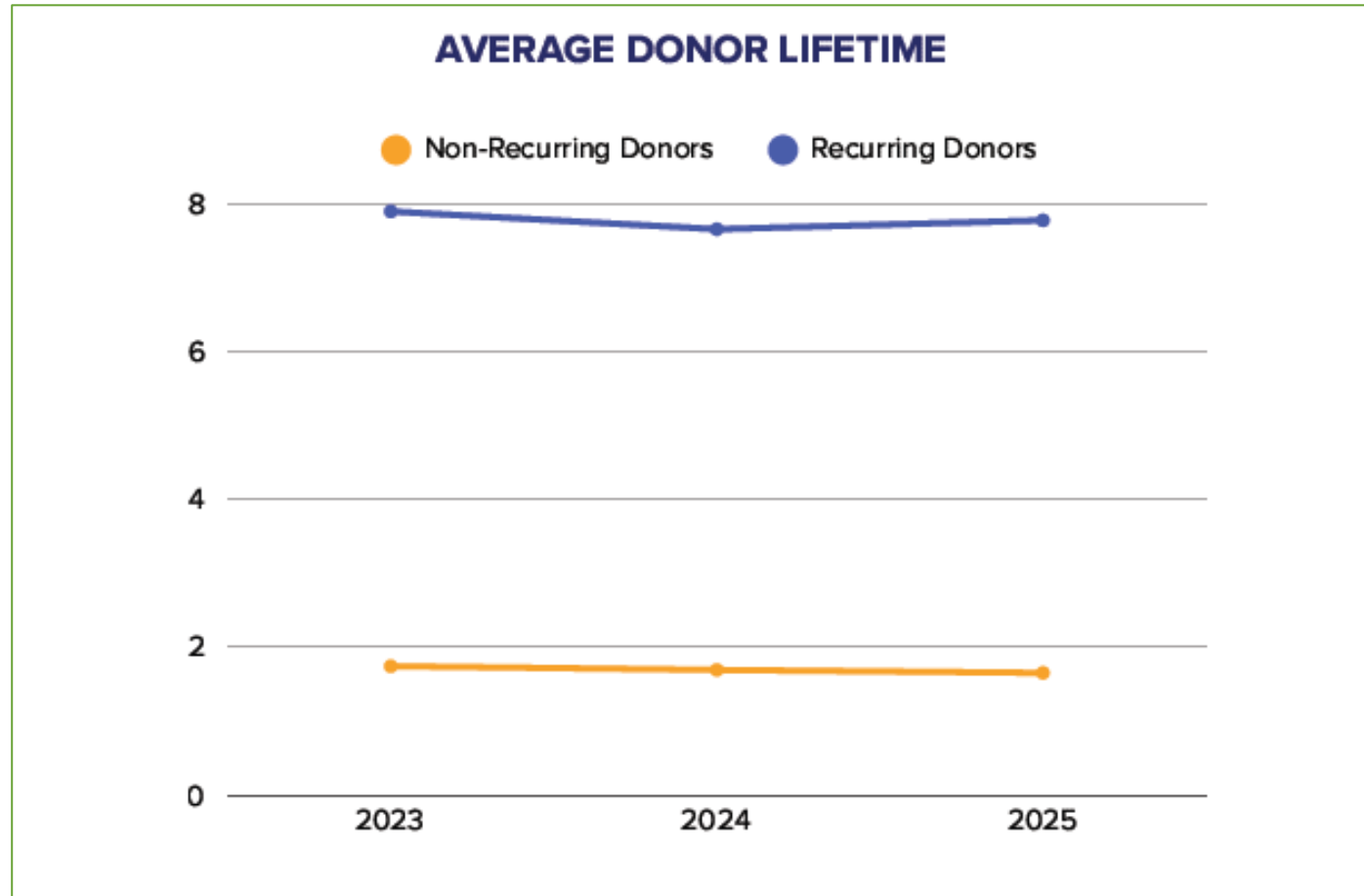
<https://www.givingtuesday.org/blog/recurring-giving/>

# Retention rates more than double!



Source: Neon One 2026 Recurring donor report

# Life-time of recurring donors: 8 years



# YES! Sustainers make extra gifts!







**Monthly donors help you PLAN  
on unrestricted funds  
to be there  
no matter what!**





# Monthly donors provide...

---

Reliable unrestricted revenue

---

Way to give that's comfortable for donors

---

Access to younger donors

---

Efficient use of resources

---

Legacy gifts and increased lifetime value

---

Improved retention rates

---

A great way to build community, and more...

# Let's look at some definitions

Recurring donors

Sustainers

Committed givers

Regular givers

Specific names...



The background of the image shows a rustic stone wall on the left and a wooden sign with large, white, block letters on the right. The sign is partially obscured by a large white circle. The letters visible on the sign include 'P', 'G', 'N', and 'C'. A thin white string is tied around the wooden sign. A small orange semi-circle is visible at the bottom right of the white circle.

**How many monthly  
donors do you  
have?**



# Create your own benchmarks

|              | # of<br>Monthly<br>Donors | Average<br>gift | Average<br>Yearly<br>Gift | Cumulative |
|--------------|---------------------------|-----------------|---------------------------|------------|
| 1 year value | 100                       | \$25            | \$300                     | \$30,000   |
| 8 year value | 100                       | \$25            | \$300                     | \$180,000  |



# Why donors give monthly...

- Donors want to help!
- Monthly is easy
- Monthly fits their budget

# Key elements for growth



COMMITMENT



SYSTEMS

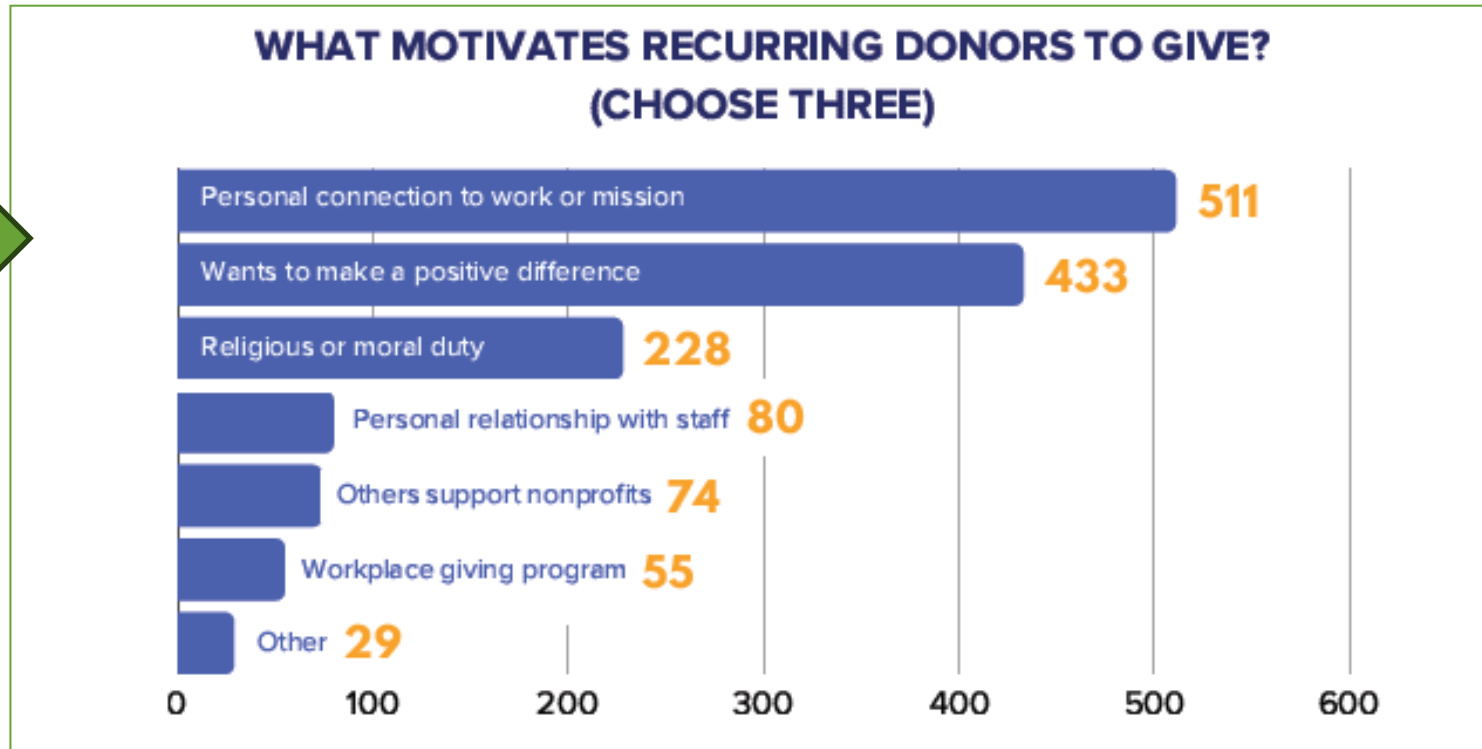


TANGIBLE AMOUNTS



STORYTELLING

# What motivates recurring donors to give and keep giving?



Source: Neon One 2026 Recurring donor report



# Commit and have a driver

- Make someone accountable
- Keeps program on track



# Create mini story/nudge/value proposition

Your monthly gift will make a difference every day and every month for neighbors in need. Thank you for considering this sustaining support for those in need.

A monthly donation is the most effective way to help families year round.



Source: Volunteers of America

# Start with a one-liner

**JOIN THE VALOR CORPS** by becoming a monthly donor! Your monthly gift helps sustain the programs and services that military families rely on.

☐ Count me in as a monthly donor!

By giving monthly, you provide dependable support to help us continue our search for an end to Alzheimer's.

You can help create lasting change by giving monthly to the World Vision Fund, empowering people to lift themselves out of poverty

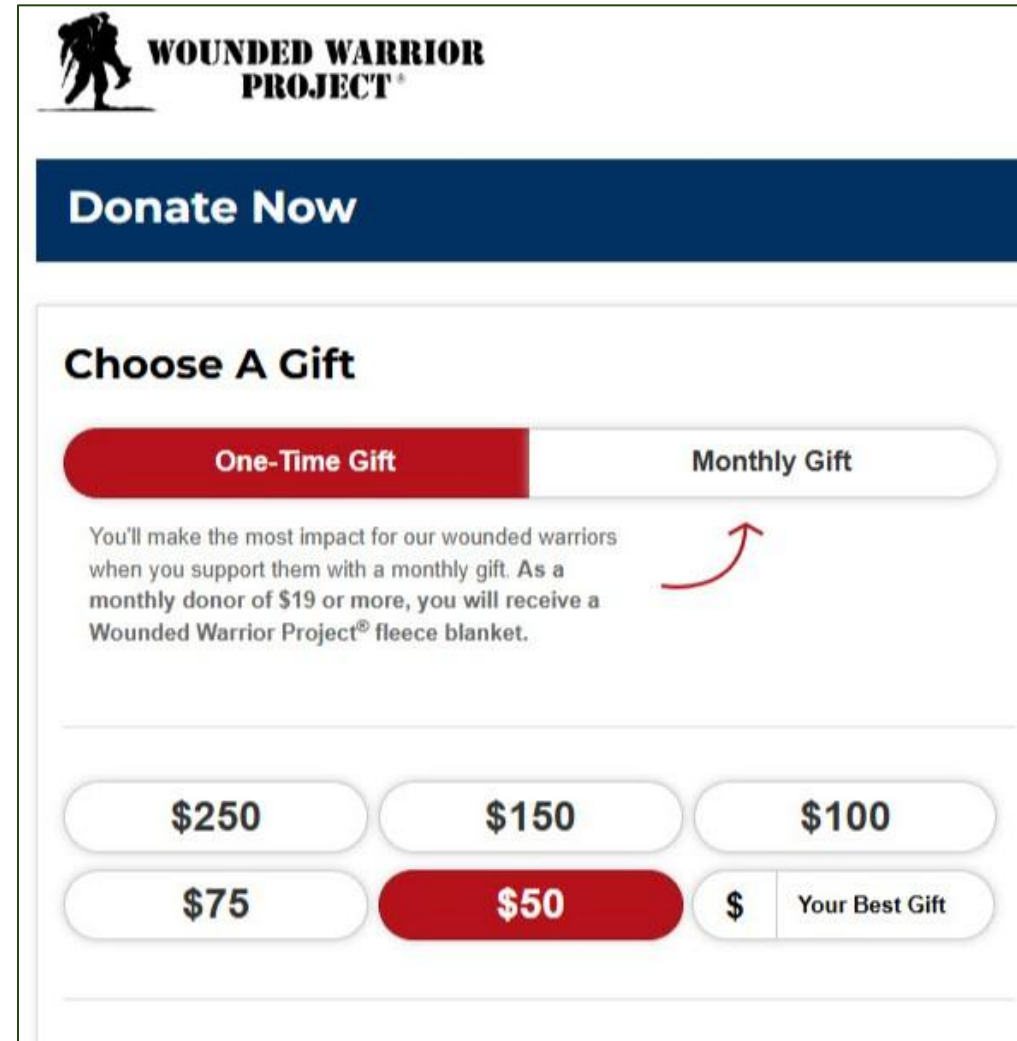
## SAVE MORE LIVES EVERY MONTH

Check the box below to send a gift each month. Your gifts will help us plan ahead and do even more to break the cycle of poverty for families.

# Review your donation form options

Use your nudge and create a very clear toggle

Monthly nudge



**WOUNDED WARRIOR PROJECT**

**Donate Now**

**Choose A Gift**

**One-Time Gift** | **Monthly Gift**

You'll make the most impact for our wounded warriors when you support them with a monthly gift. As a monthly donor of \$19 or more, you will receive a Wounded Warrior Project® fleece blanket.

\$250 | \$150 | \$100

\$75 | **\$50** | \$ | Your Best Gift

# Review your donation form options

Use your nudge  
and a clear toggle

Monthly Nudge

**FAYETTE HUMANE SOCIETY**  
Compassion • Decisiveness • Change

Share

Choose amount

One-time Monthly

**\$500**  
Keep Humane Agents fighting cruelty

**\$250**  
Provide surgery for one injured animal

**\$100**  
Spay 2 puppies or kittens

**\$50**  
Vaccinate 10 puppies or kittens

**\$25**  
Provide milk replacer for a litter

\$ Other USD

☐ Add note/comment  
☐ Give in honor/memory

Continue

**General Donations**

Your love and kindness provide lifesaving medical care, nutritious food, and the love of a committed staff. Your support gives innocent animals the second chance they deserve. Your donation saves lives.

And, by becoming one of our monthly donors (Guardians) you will give animals their second chance every month. **Monthly gifts are the backbone of our rescue work.** They allow us to act without hesitation, to say "yes" to urgent cases, and to provide the care every animal deserves.

Becoming a Guardian means you're part of every rescue, every recovery, every happy ending. **Because every animal deserves someone who's always there. ...**

[Read more](#)

Verified  
Organized by The Fayette Regional Humane Society  
501(c)(3) Public Charity · EIN 31-1009520  
[info@fayetteregionalhumane.org](mailto:info@fayetteregionalhumane.org)



# Make it monthly, and only monthly!

Share



**LOVE DOESN'T SKIP A MONTH.**

Be their Guardian. Every month. Every animal.



### Be a Miracle - Be a Guardian!

Your monthly gift is a lifeline of love. Every month, Guardians make miracles happen, providing the food, medicine, and care that turns hurting into healing. Because animals can't wait, we count on our Guardians' steady gifts to keep our doors open and our rescue work moving forward without delay. When you become a Guardian, you're part of every rescue, every recovery, and every second chance all year long. Join today, and watch your love change lives — month after month.

 **Verified**  
Organized by The Fayette Regional Humane Society  
501(c)(3) Public Charity · EIN 31-1009520  
[info@fayetteregionalhumane.org](mailto:info@fayetteregionalhumane.org)

### Choose amount

 **Recurring donation**  
This contribution is set to renew monthly

|                                                                   |                                                                  |
|-------------------------------------------------------------------|------------------------------------------------------------------|
| <b>\$100</b><br>Provides spay/neuter surgery for two rescues      | <b>\$75</b><br>Covers emergency treatment for a rescue in crisis |
| <b>\$55</b><br>Ensures life-saving vaccines for 10 babies         | <b>\$30</b><br>Provides an intake wellness exam for one rescue   |
| <b>\$15</b><br>Covers nutritious food for one week for one rescue |                                                                  |

**\$ Other** USD

☐ Add note/comment  
☐ Give in honor/memory

**Continue**

# Use upsell lightbox at check out

Game changer!

The screenshot shows a donation lightbox with two main sections. The left section, titled 'Your Monthly Donation', features a 'Monthly' button (highlighted in green) and a 'One-time' button. Below these are four buttons for donation amounts: '\$10', '\$25' (highlighted in green), '\$50', and '\$100'. A green heart icon is next to the text: 'Your monthly gift of \$25 can purchase 2,500 pounds of fresh produce.' Below this is a text input field. At the bottom of this section, it says 'Monthly Donation \$25.00' and has a large green 'Donate Now' button. The right section, titled 'Make it monthly', contains the text: 'Before we process your gift, consider turning your one-time gift into a smaller monthly gift. Help us make long-term investments to advance our ongoing mission. Cancel any time.' Below this is a green button with a heart icon and the text 'Donate \$25 / month', and a white button with a black border and the text 'Donate \$12 / month'. At the bottom of this section is a link: 'Keep my one-time \$54 gift'. At the very bottom of the lightbox is a list of three donors: David Smith (\$25.00), Jen Anderson (\$10.00), and Laura Lue (\$50.00), each with a small profile picture and a green 'MONTHLY' button next to their name.

| Donor        | Amount  | Frequency |
|--------------|---------|-----------|
| David Smith  | \$25.00 | MONTHLY   |
| Jen Anderson | \$10.00 | MONTHLY   |
| Laura Lue    | \$50.00 | MONTHLY   |

Source: 4aGoodCause

# Direct donors to your form

Use your 'nudge/value proposition'

Add a button

Make it easy to find



# Add a button to your emails



The image shows a screenshot of an email template for the American Diabetes Association. At the top, there is a red button labeled "Match My Donation". Below this, a paragraph of text reads: "P.S. After you donate, please [share a message on our tribute wall](#)—celebrating the strength, love, or legacy of your loved one." The main body of the email features the large text "it all matters." on the left and the ADA logo (a stylized "A" with "85" inside) on the right. To the right of the main text, there are two stacked red buttons: "Donate Monthly" and "Donate Once". Below the main text, a paragraph says: "Be the first to know. Never miss an update from American Diabetes Association® on your phone." Underneath this is a red button labeled "Sign Up for Texts". At the bottom of the email, there is a line of text: "Other Ways to Give: Stock | Employer Match | Donate Your Car | Real Estate Donation".

Match My Donation

P.S. After you donate, please [share a message on our tribute wall](#)—celebrating the strength, love, or legacy of your loved one.

it all matters.

Donate Monthly

Donate Once

Be the first to know. Never miss an update from American Diabetes Association® on your phone.

Sign Up for Texts

Other Ways to Give: Stock | Employer Match | Donate Your Car | Real Estate Donation

Source: Orbis

# Use targeted emails (and consider a series)

Some heroes wear capes. Ours give monthly.

 From Lee Schrader <lschrader@fayettehumane.org>  
To <erica@adirectsolution.com>  
Reply-To <LSchrader@Fayettehumane.org>  
Date 2026-06-17 18:17



Dear Erica,

We know this is the third email you've received from us this week. We promise we won't be filling your inbox every day forever.

But for a very limited time, [every new monthly gift will be tripled for the first month](#), helping even more rescues receive the care they need.

And while we know some heroes wear capes, ours give monthly, and every day they are saving lives.

They're the people who make sure a sick kitten receives treatment. The people who help an abandoned senior dog find safety. The people who ensure we never have to turn away an animal simply because the resources aren't there.

[The truth is, monthly giving isn't about the amount. It's about the promise.](#)

The promise that when the next emergency arrives, help will already be waiting.

The promise that when a rescue needs medical care, food, or shelter, we can say "yes" immediately.

The promise that the littlest lives will never have to face their hardest days alone.

This week, your first monthly gift will be tripled through [our special 3X Match](#). Will you become one of the heroes our rescues can count on? You can join and have your gift tripled [HERE](#).

Thank you,

Lee Schrader, DVM  
Executive Director

P.S. Already a Guardian? Thank you for being one of the everyday heroes who make our work possible. Your support helps ensure help is always there when rescues need it most.

[View this email in your browser.](#)



# Use reminders!



Dear Erica,

Today is the last day to **become a monthly donor and have your first monthly gift tripled** through our special 3X Match.

There are many ways to support the animals who need us. Becoming a Guardian monthly supporter is simply another way to make a difference.

It's easy. It's automatic. And it lets you help animals every month without having to think about it.

**While life gets busy, your gift continues working.** It helps provide food for hungry rescues. It helps provide medical care for sick and injured animals. Most importantly, it helps ensure we're ready when the next animal needs us.

Because animals don't need help just once a year. **They need help every day.**

And thanks to Guardian Circle members, we're able to provide that help day after day, month after month,

Today is your last opportunity to **have your first monthly gift TRIPIED.** Will you join us and become a lifesaver for animals in need?

**[JOIN HERE](#)** and become a Guardian for homeless, abandoned animals today.

Thank you,

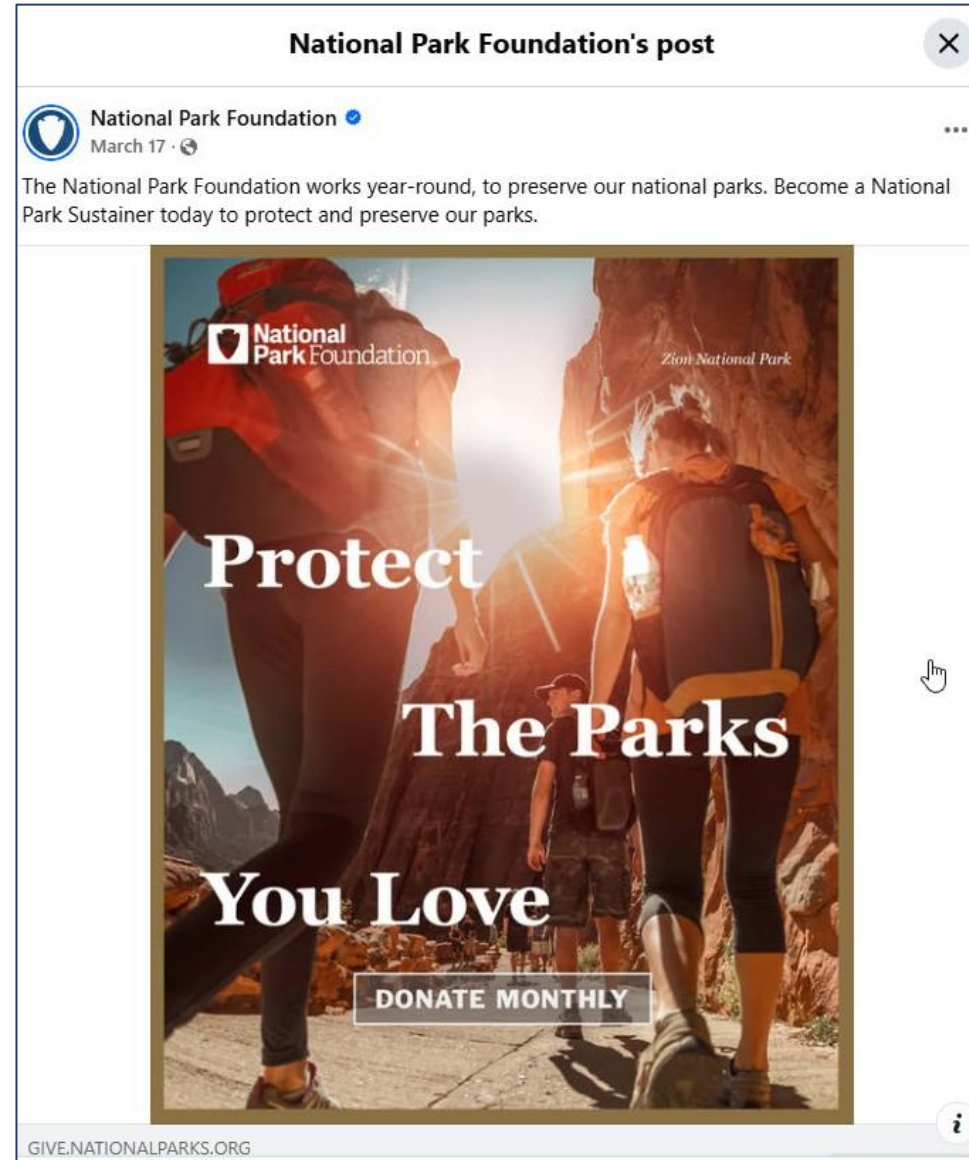
A handwritten signature in black ink, appearing to read 'Lee'.

Lee Schrader, DVM

Executive Director

P.S. Remember, the 3X Match ends tonight. **[Join the Guardian Circle today.](#)**

# Use your social media



# Use your email signature

**Lynda Henriksen**

General Manager, Brant Norfolk Chapter

Habitat for Humanity Heartland Ontario

80 Morton Ave East

Branford, ON N3R 7J7

T: (519) 759-8600 ext. 527 C: 905-577-3863

[lhenriksen@habitat4home.ca](mailto:lhenriksen@habitat4home.ca) • [habitatbn.org](http://habitatbn.org)

*help give a local family  
a fresh start by becoming a*

**monthly  
hopebuilder**



# Use your welcome emails

Include Monthly  
ask

Dear Erica,

Thank you, again, for joining our community of supporters. You have already made a difference for Maine's environment. Will you take one more step?

[Please make a donation that will give back to Maine's environment.](#)

Your gift today will pay it forward in so many ways. You will protect the unique habitat Maine provides for countless species. You will safeguard treasured places from the threat of climate change, encroaching development, and pollution for now and for generations to come.

If it is easier on your budget, please consider a [monthly donation](#) that will provide a steady stream of income to be all year long. You'll help us be ready to act when environmental threats emerge.

You will do so much good for Maine's environment by partnering with us today. You can help make a difference one person at a time.

Any support you can provide is meaningful to Maine's environment.

With gratitude,

Source: Maine Conservation Voters



# Use monthly for memberships

## 2026 MEMBERSHIP ACCEPTANCE

- ☐ Yes! I have received my 2026 member card.
- ☐ Yes! I will renew today to preserve Lady Liberty and Ellis Island in the year ahead. Enclosed is my tax-deductible membership gift of:
- ☐ \$25    ☐ \$40    ☐ \$50    ☐ Other \$\_\_\_\_\_
- ☐ I will be a monthly member and stand with the Statue of Liberty and Ellis Island all year long:
- ☐ \$5    ☐ \$10    ☐ Other \$\_\_\_\_\_

(Please be sure to complete the monthly giving form on the reverse.)

2014080000422088 R1125D4RX DMRW2FY26 5

### Your Member Information

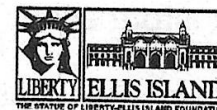
Erica Waasdorp  
30 Frazier Way  
Marstons Mills, MA 02648-1866

☐ Please correct my contact information with the changes marked above.

Renew Now

**[LibertyEllisFoundation.org/renew](https://LibertyEllisFoundation.org/renew)**

Make your check payable to The Statue of Liberty-Ellis Island Foundation, Inc. (or SOLEIF). To give by credit card or for more ways to help, see the reverse.



**The Statue of Liberty-  
Ellis Island Foundation**  
17 Battery Place, Suite 324  
New York, NY 10004

4  
R1125-2A



# Add option to your appeal reply form



P.O. Box 5294  
Tipton, IA 52772-0518  
crs.org / crsespanol.org



To donate using  
your smartphone  
or other device,  
scan here using  
your camera app.

## Your Care Is a Miracle—Please Ease Their Suffering

Dear Ms. Waasdorp,

Open your heart and make a generous donation to Catholic Relief Services so we can continue our lifesaving work worldwide. Please make the largest gift you can today.

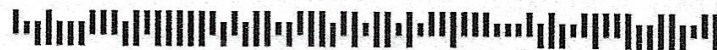
☐ \$25 ☒ \$35 ☐ \$50 ☐ \$75 ☐ \$100 ☐ Other \$ \_\_\_\_\_

*Your gift would really help!*

☐ I am called to do even more! I will give a **monthly** gift of \$ \_\_\_\_\_.\*

\*Please sign and provide payment information on back of this reply.

Ms. Erica Waasdorp  
PO Box 757  
Marstons Mills, MA 02648-0757



Please make your tax-deductible check payable to Catholic Relief Services and return it in the enclosed envelope. For credit card option, see reverse side or visit our secure website [support.crs.org/help](https://support.crs.org/help).

901095899APC09C62707

DETACH HERE AND RETURN WITH YOUR GIFT



# Add option to your appeal

**YES!**

I want my gift to enhance our understanding of history and keep us moving forward.

**1**

I would like to make a **ONE-TIME GIFT**

- ☐ \$35                      ☐ \$50  
☐ \$100                    ☐ \$250  
☐ \$500                    ☐ \$ \_\_\_\_\_

**OR —** I would like to make a **RECURRING GIFT**

- ☐ \$ \_\_\_\_\_ **ANNUALLY** on: \_\_\_\_\_ (Month) \_\_\_\_\_ (day) **OR**  
☐ \$ \_\_\_\_\_ **MONTHLY** on the: \_\_\_\_\_ (day)

**OR —** Make a Donation **ONLINE:**

[give.colonialwilliamsburg.org/become-a-donor](https://give.colonialwilliamsburg.org/become-a-donor)



**2**

**PLEASE PROVIDE YOUR CONTACT INFORMATION**

Ms Erica Waasdorp  
30 Frazier Way  
Marstons MIs MA 02648-1866

EMAIL\*

\*BY PROVIDING YOUR EMAIL YOU ARE OPTING IN TO RECEIVE EMAILS FROM THE COLONIAL WILLIAMSBURG FOUNDATION.

PHONE

100855126158

FMM18E

PROMO CODE

# Include request for ACH/EFT

## For monthly electronic funds transfer or credit card donations:

Please include your phone number in case we have a question about your electronic funds transfer or credit card: \_\_\_\_\_

**RECOMMENDED**

☐ Automatically transfer my monthly gift from my checking account.

OR

☐ Automatically charge my monthly gift to my credit card.

Amount authorized: \$ \_\_\_\_\_

Amount authorized: \$ \_\_\_\_\_

☐ Enclosed please find my voided check.

☐ I've provided my checking account information below.

CREDIT CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

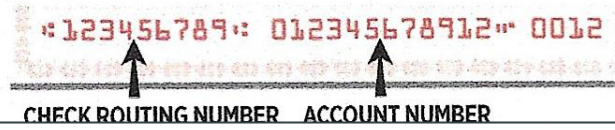
ROUTING NUMBER \_\_\_\_\_

SIGNATURE \_\_\_\_\_

ACCOUNT NUMBER \_\_\_\_\_

PLEASE PRINT NAME  
AS IT APPEARS ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_



CHECK ROUTING NUMBER ACCOUNT NUMBER

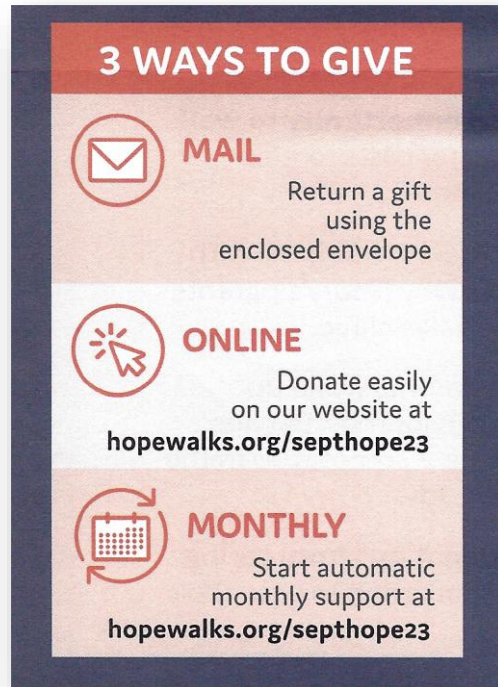
You may adjust or cancel your automatic payments at any time.

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A1PC09-DB1



# Add nudges to your letter and emails



P.S. If you're able, consider becoming a **monthly donor**. Your ongoing support during this critical time will ensure our programming, from malnutrition treatment and prevention to nutrition and health services for families, has continued stability. Through March 31, your first monthly gift will be matched.

# Add buck slip to appeal or thank you letter

## WILL YOU BE A HERO?

### Join the Heroes of Hope Monthly Giving Program

Your ongoing support helps even more people in need. Donations from our Heroes allow us to plan and budget for the future more effectively while maximizing the impact of your donation.

It's easy, secure and you control how much you give. Joining the Heroes of Hope program makes giving easy for you! You choose how much you contribute each month, and you can change your gift at any time. Monthly gifts have an even greater impact on those we serve!

**JOIN THE Heroes of Hope TODAY!**

 **Catholic Charities**  
ARCHDIOCESE OF GALVESTON-HOUSTON

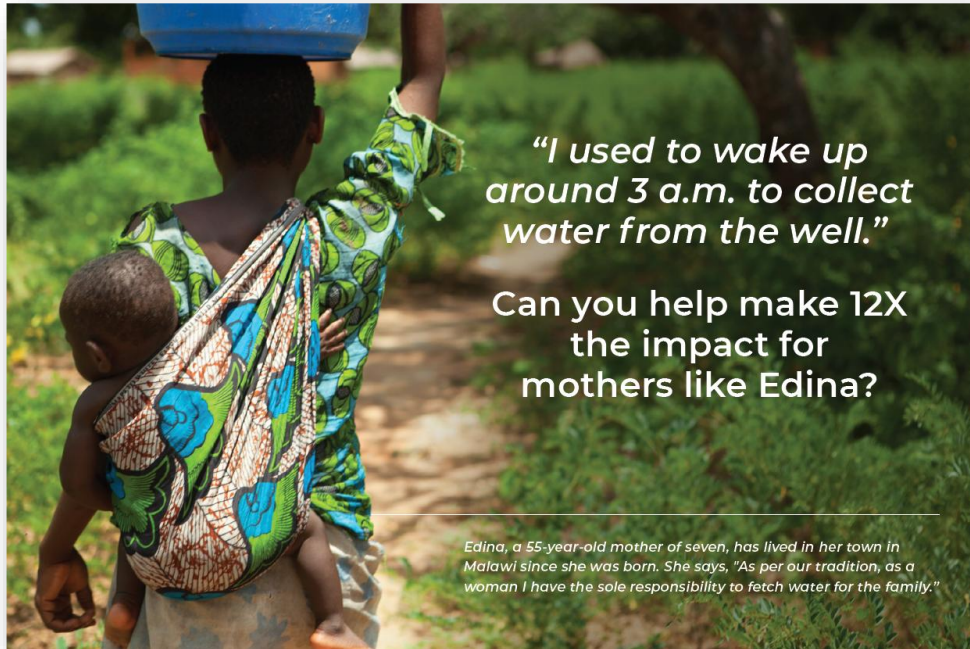
Visit [CatholicCharities.org/givemonthly](https://CatholicCharities.org/givemonthly) to join this special group committed to helping families in need.



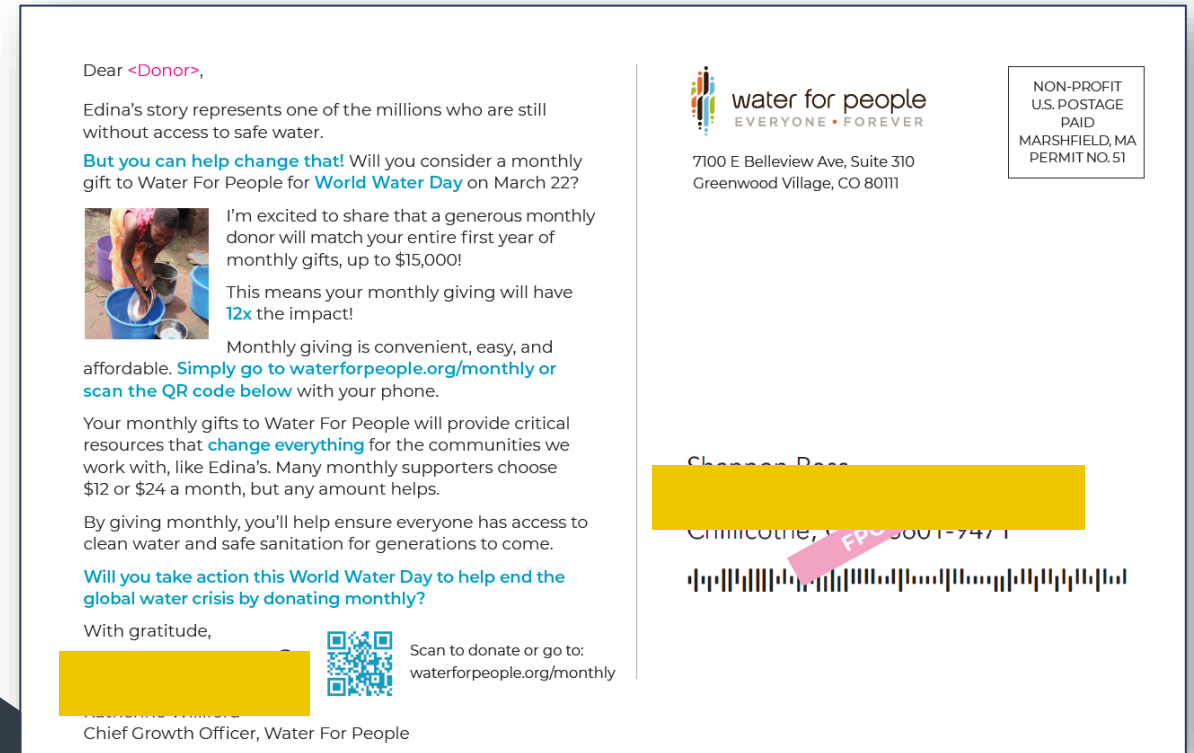
Source: Catholic Charities Archdiocese of Galveston-Houston



# Use a postcard



Use QR code to link to monthly page



# Add emails to other channels



Dear Kristine,

We recently introduced you to Edina, a 55-year-old mother of seven, who has lived in her town in Malawi since she was born. She says, "As per our tradition, as a woman I have the sole responsibility to fetch water for the family."

Edina's story represents one of the millions who are still without access to safe water. But you can help change that!

1

**Will you consider a monthly gift to Water For People for World Water Day on March 22?**



We are excited to share that generous monthly donors Tom and Junko will match your entire first year of monthly gifts, up to \$15,000! This means your monthly giving will be doubled and have 12x the impact! Monthly giving is convenient, easy, and affordable.

***"Our Water For People contribution just becomes part of our budget, and like our contributions to other causes we believe in, we are surprised how easy it is to maintain and increase." – Tom and Junko R.***

Will you take action today to help end the global water crisis by donating monthly?

[DONATE MONTHLY](#)

# Add monthly to your newsletter/magazine



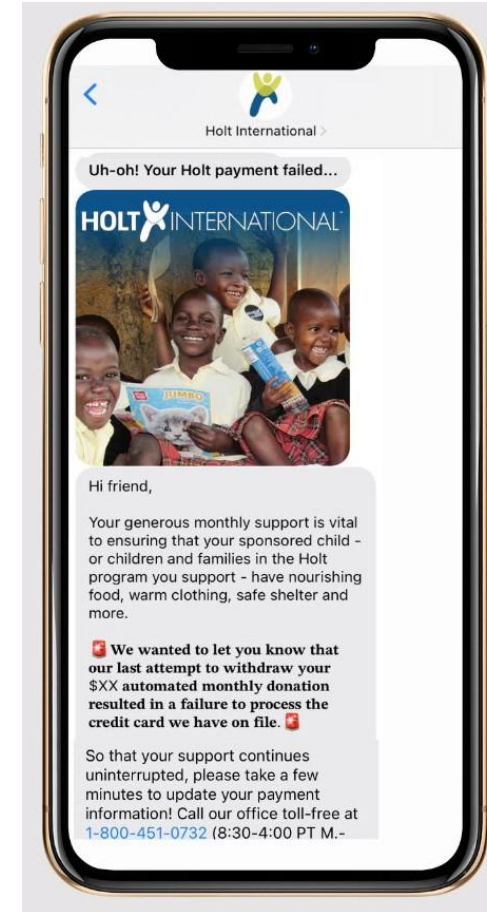
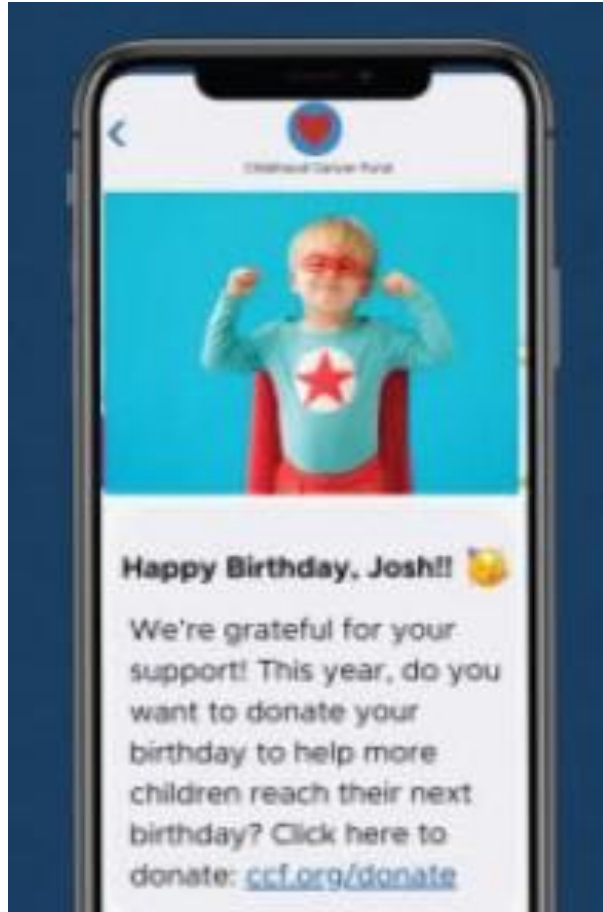


# Use the phone





# Use texts for asking, giving, thanking, reminding and special occasions



# Create 'surround sound' effect

- Mail
- Phone
- Email
- Digital
- Text
- Social media



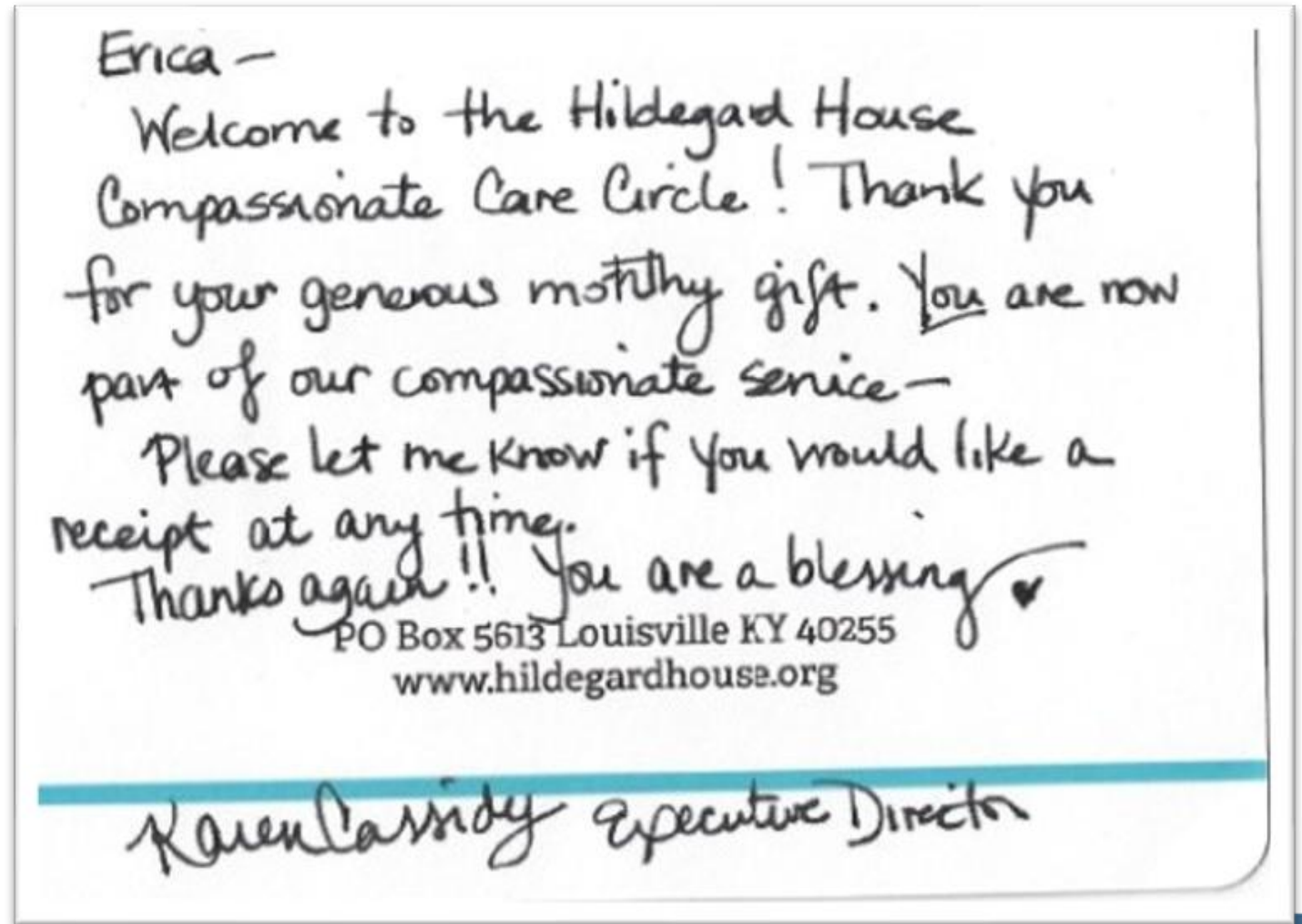
# Make your recurring donors feel special, but keep your promises doable

1. Donor can expect updates on how their gifts are helping
2. Donor can expect overview of all giving every January



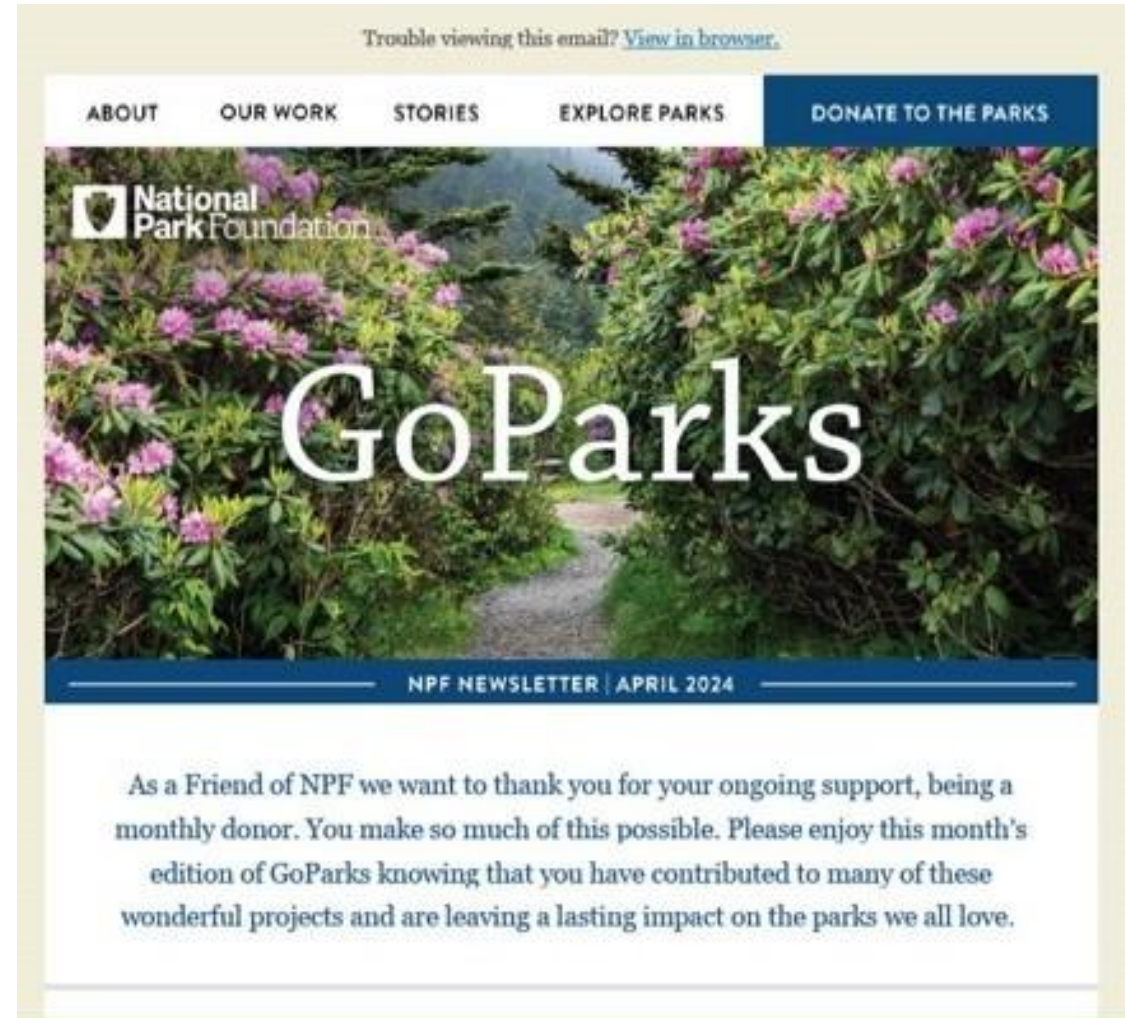


**Mail your  
thank you  
and make  
it personal**





# Segment your data so you can always recognize your recurring donors



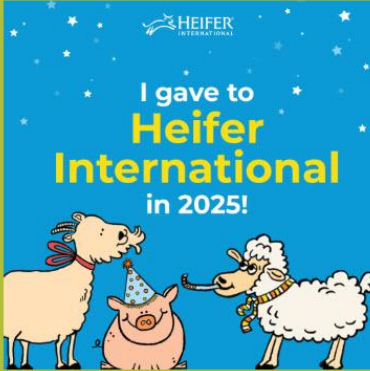
# Share impact stories

← Back

 **HEIFER**  
INTERNATIONAL

**The world is a better place because of  
you, Erica!**

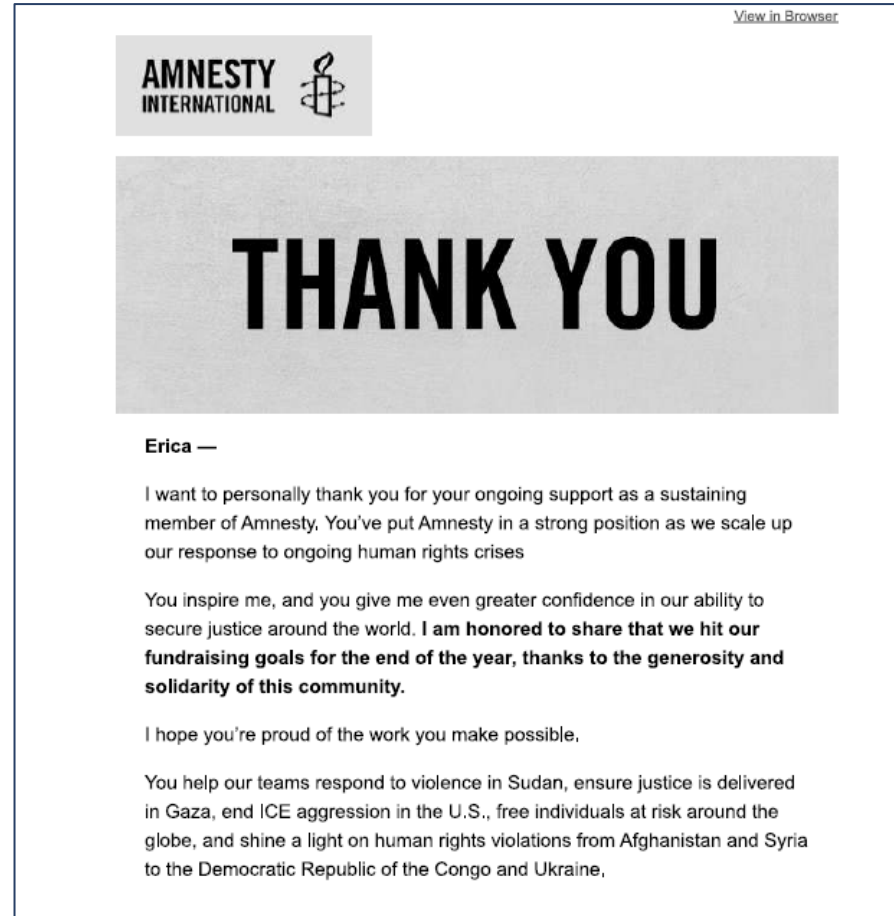
And that's something worth celebrating! Share your impact  
with friends and family today.



**Download Now!**

We can't wait to see all the good you make possible in  
2026!  
Thank you, Erica!

# Make it as personal as possible



# Include monthly donors in your Giving (Tues)day campaigns

Always recognize their monthly gift.  
Ask for an extra or special gift.

Source: Houston Food Bank



The graphic is a promotional email or social media post for the Houston Food Bank's Giving Tuesday campaign. At the top left is the Houston Food Bank logo, featuring a green apple icon. To the right is an orange button that says "Give Now". Below the logo, on an orange background, is the text "3X MATCH FOR GIVING TUESDAY Food Day". A green banner below this shows a countdown timer at "00:00:00:00" with labels for DAYS, HOURS, MINS, and SECS. To the right of the text is a photo of a young child with blonde hair, wearing a blue shirt with colorful stars, smiling and eating from a bowl. Below the graphic, the text reads: "Dear Abigail," followed by a paragraph: "I have great news that will make your day 3X better! It's #GivingTuesday, also known as #GivingFoodDay at the Houston Food Bank. Today only, your additional gift can help provide TRIPLE the impact for neighbors facing hunger." Another paragraph follows: "As a monthly donor and Faithful Friend you know the impact this can make for your community. The Houston Texans have offered to triple donations, up to \$100,000, to help provide more meals for our neighbors this holiday season. Every \$1 you give today can now TRIPLE to help provide food for 9 meals." At the bottom right is another orange button that says "Give Now".

houston foodbank

Give Now

3X MATCH  
FOR  
GIVING  
TUESDAY  
Food Day

00:00:00:00  
DAYS HOURS MINS SECS

Dear Abigail,

I have great news that will make your day 3X better! It's #GivingTuesday, also known as #GivingFoodDay at the Houston Food Bank. Today only, your additional gift can help provide TRIPLE the impact for neighbors facing hunger.

As a monthly donor and Faithful Friend you know the impact this can make for your community. The Houston Texans have offered to triple donations, up to \$100,000, to help provide more meals for our neighbors this holiday season. Every \$1 you give today can now TRIPLE to help provide food for 9 meals.

Give Now



# Include monthly donors in targeted extra gift campaigns

Always recognize their monthly gift.  
Ask for an extra or special gift.

Source: Best Friends

**Matching Gift Opportunity**  **Best Friends Guardian Angel**

I'm all in for twice the lifesaving — please match my special, one-time gift.

☐ \$250 (will become \$500) ☐ \$375 (will become \$750)

☐ \$500 (will become \$1,000) ☐ Other \$\_\_\_\_\_ (will be worth twice as much)

☐ I will use my donor-advised fund account or IRA to direct my gift in the amount of \$\_\_\_\_\_

The EFT (preferred) or check will arrive from \_\_\_\_\_ (Name of fund management company)

2531465

 To donate using your smartphone or other device, scan here or visit [bestfriends.org/match26](https://bestfriends.org/match26).

☐ My check, made payable to Best Friends Animal Society, is enclosed.

☐ Charge my gift to my credit card. (Please fill out the form on the back.)

Best Friends Animal Society  
5001 Angel Canyon Road  
PO Box 567  
Kanab, UT 84741-0567

Loyal Supporter Since 2018  
Erica Waasdorp  
30 Frazier Way  
Marstons Mills, MA 02648-1866



Thank you for all you do for the animals!

23983548415 APM04261PI6CAEUA 9

Response requested by **June 30!**

  
Onion and Squash



# Remember the 3 R's

**Recycle**  
**Reuse**  
**Repurpose**



# Key Takeaways

Generating monthly donors is important and deserves focus

There are MANY tactics to grow your monthly donor program

Pick what you're comfortable with

Start with a mini story and a button!



The background of the image shows a rustic stone wall on the left and a wooden plank sign on the right. The sign has large, white, hand-painted letters. A white circle is superimposed over the center of the image, containing the text. A small orange semi-circle is visible at the bottom right edge of the white circle.

**What will you do next  
to grow your monthly  
donors?**



# Write down your goals



**“The people who will support your work with a sustaining gift are some of the most passionate, committed, resilient people you will encounter in your time as a fundraiser.**

**They're ready to support you. Now you just have to let them do it.”**

- Neon One 2026 Recurring Donor report



# Free Monthly Giving Assessment

**In a 20-minute consultation, you'll uncover:**

1. What failed payments and churn cost you
2. Which donors are ready to give monthly
3. Your top fixes, prioritized by ROI



Only 10 spots available.

# Special Offer

Webinar Attendees Only



# Contact Erica Waasdorp

- [erica@adirectsolution.com](mailto:erica@adirectsolution.com)
- <https://www.linkedin.com/in/erica-waasdorp-544b74>
- Monthly Donor Statistics. Blog, and free downloads...
- Go to [www.adirectsolution.com](http://www.adirectsolution.com)





# Free Resources!

- Sign up for the CharityEngine blog:  
[pages.charityengine.net/newsletter-signup](https://pages.charityengine.net/newsletter-signup)
- Visit the Center for Sustainable Giving:  
[www.sustainablegiving.org](https://www.sustainablegiving.org)



A group of people are holding hands in a circle, suggesting a community or team. A large white circle is overlaid in the center of the image, containing the text "Questions?". The background is slightly blurred, showing various clothing items like a blue cable-knit sweater and a colorful beaded bracelet. A small orange circle is visible in the bottom right corner of the white circle.

**Questions?**