



ASSOCIATION OF FUNDRAISING PROFESSIONALS

THE RISE OF RECURRING GIVING: Strategies for 2025 and Beyond



Dave Raley, Founder, Imago Consulting
Author, *The Rise of Sustainable Giving*



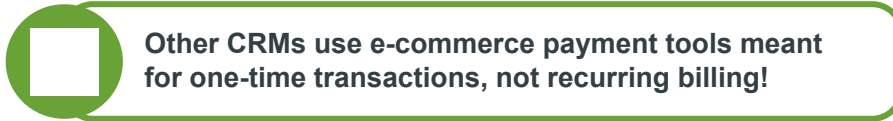
CharityEngine was built for nonprofits.

- All-in-One Nonprofit CRM
- Data and Tools in One Place
- One Scalable Platform to Learn
- 100% privately owned and self-funded



What is SustainerIQ?

Subscription Billing Technology for Nonprofits





Dave Raley

Author



Co-host



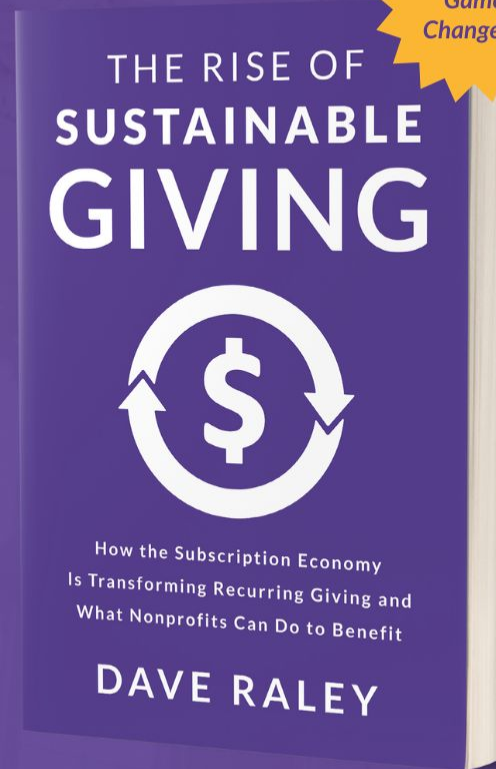
Founder



There is a **generosity crisis** in North America.

“*The Rise of Sustainable Giving* is packed with actionable insights and real substance. Raley not only dives deep into the heart of the subscription economy but expertly navigates the key strategies for success. This book goes beyond being just a guide—it’s a **blueprint for innovation**.”

—Jade Nguyen Swanson, Former President DMAW



A landscape photograph of Mont Saint-Michel at dusk. The sky is a deep purple and blue, with a few wispy clouds. The sun is setting on the left, creating a warm orange glow. The sea is calm, and the marshy ground in the foreground is covered in tall, dry grass. The Mont Saint-Michel abbey is visible on the right, silhouetted against the sky. The entire image is framed by a decorative white border with geometric patterns.

What if we Viewed an Old Practice in a New Light?

 **MAGO CONSULTING**

What do you think
of when you hear the
word *subscription*?



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Hiccups

TAKE A DEEP breath and hold it as long as possible. If that doesn't stop the hiccups, slowly sip several glasses of cold water. Or gargle with plain hot or cold water for a minute or two. Or cover your mouth and nose with a paper bag and inhale and exhale into it for some minutes; the accumulation of carbon dioxide sometimes stops the spasms. If the attack persists for an hour or more, consult a doctor. (For hiccuping babies, first try making them belch by patting them on the back. If there is no relief, allow the child to lick a

Moving an Injured Person

UNTOLD DAMAGE can be done by moving a seriously injured person,

particularly if the head



Breathe in paper bag

teaspoon which has been moistened and then dipped in sugar.)

...ing. Don't attempt to carry the patient without the doctor's supervision. Don't give patient anything to drink without the doctor's consent. Try to reassure the patient. Suggest he breathes deeply and slowly and exhales through mouth.

sible, slip under him that. If he jack-knife his and head only of the body so straight line.

Don't bundle a person into a car towards the nearest tempt to transport but a reclining or

Support lift body in

Word Power

EMILY COX & HENRY BATHVON

Screen Test Can you speak the language of Hollywood? To find out, go behind the scenes of the movie business in our quiz. For answers, turn the page.

1. **auteur** (oh-'tur) n. -

A: director with a strong personal style. B: movie buff. C: actor working for no pay.

2. **boffo** ('bah-foh) adj. -

A: bungled, as a line of dialogue. B: out of focus. C: highly successful

3. **thespian** ('thes-pee-un) adj. -

A: with subtitles added. B: pertaining to drama. C: requiring a stunt double.

4. **block** v. - A: set positions in a scene. B: label a scene by number. C: edit raw footage.

5. **off book** adj. - A: out of sequence. B: excluded from a shot. C: having one's lines memorised.

6. **ensemble** (on-sahm-



C: opening shot.

8. **looping** n. - A: repeating a joke for effect.

B: rolling the final credits. C: adding sound after filming.

9. **foil** n. - A: sword fight scene. B: first version of a script. C: role contrasting with another role.

10. **cam**

n. - A: camera

12. **montage** (mahn-'taj) n. -

A: costume collection. B: camera set on a crane. C: rapid succession of images.

13. **voice-over** n. -

A: dubbing of a foreign film. B: final rehearsal of lines. C: narration.

14. **quib** ('skwib) n. -

A: short documentary. B: artificial snow. C: fake gunshot wound.

15. **denouement** (day-noo-'mahn) n. - A: plot resolution. B: grand debut. C: framing of a shot.

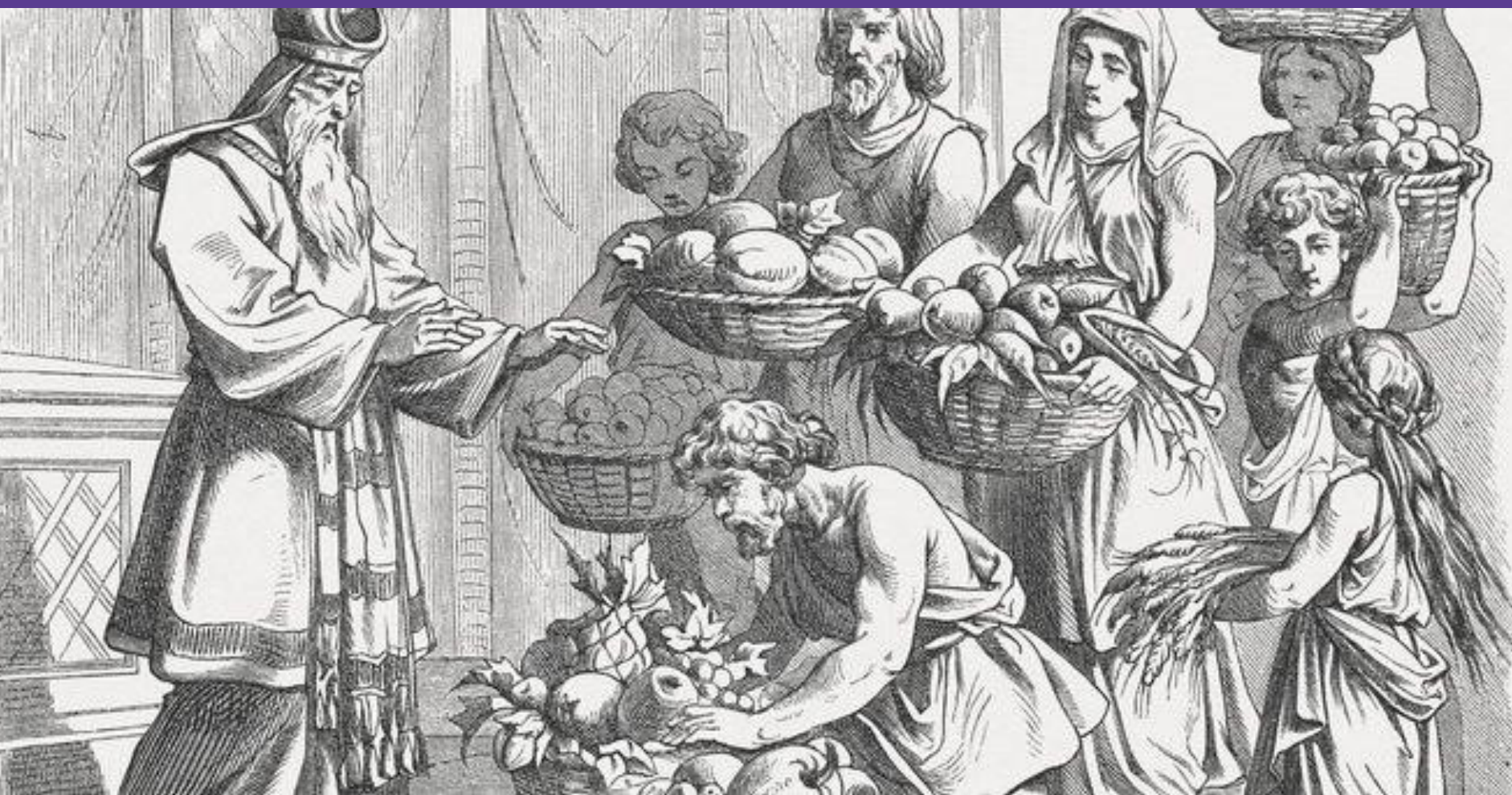
16. **noir** ('nwar) adj. - A: bizarre. B: funny. C: bleak.

17. **sleeper** n. - A: film that builds success slowly. B: silent joke. C: bedroom scene.

ing pictures

Subscriptions are Not New

Neither is Recurring Giving



London 1698



OFFICES OF THE S.P.C.K., NORTHUMBERLAND AVENUE, W.C.

Salem 1815



First Missionary Ordination

On February 6, 1812, the first five ABCFM missionaries were ordained in Salem, Massachusetts, including three members of the Brethren. From American Baptist Historical Society Archives. Courtesy of Christopher Cook.

Salem 1815



‘contributions and
communal subscriptions for
this object exceed our most
sanguine expectations.’

First Missionary Ordination

On February 6, 1812, the first five ABCFM missionaries were ordained in Salem, Massachusetts, including three members of the Brethren. From American Baptist Historical Society Archives. Courtesy of Christopher Cook.

OSTER CENTER



Skid Row
CITY LIMIT
POP Too Many ELEV 2008

BAGELS BAGELS BAGELS

CHURCH & RECLIFFS
Cousins 4th
CHRIS CHAS WHO
WAS LOST
AWARE 1977



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Three types of sustainer programs.



A photograph of a classroom inside a wooden building. Children are sitting at wooden desks, some looking towards the camera and others looking away. The room has wooden walls and windows. A purple banner with white text and a yellow emoji is overlaid on the image.

ONE TO ONE 🦹

The background of the image is a large, circular aquarium tank. Inside, the water is a deep blue, and sunlight rays filter down from the surface. A large manta ray is seen swimming on the left side, and another is on the right. Numerous smaller fish, including striped tangs and other species, are scattered throughout the tank. In the foreground, the silhouettes of a family—a man, a woman, and two children—are visible as they look into the tank. A purple decorative border with geometric patterns is on the left side. A purple rectangular banner is centered over the image, containing the word 'MEMBERSHIP' in white serif font and a clapping hands emoji.

MEMBERSHIP 🙌

Photo by [Tim B Motivv](#) on [Unsplash](#)

ATM

EVERYONE ELSE 🥲





The vast majority of nonprofits have not historically been able to build large, growing recurring giving programs.

A photograph of an ATM at night. The ATM is mounted on a dark brick wall. Above the machine is a glowing neon sign that says "ATM" in red and yellow letters, outlined in blue. The machine itself has a screen displaying a login interface, a keypad, and a card reader. The scene is dimly lit, with the primary light source being the neon sign and the machine's screen. A purple decorative border is visible on the left side of the image.

1.1 MILLION

Photo by [Mirza Babic](#) on [Unsplash](#)



WHAT ABOUT YOU?





GOOD NEWS

ATM

ATM

TIRA

ATM

Two Trends are Driving the Rise of Sustainable Giving



SUBSCRIPTIONS



SUBSCRIPTIONS ARE EVERYWHERE



ARE YOU A
SUBSCRIBER?



Video Entertainment



Music Streaming



Software



Subscription Boxes



Books



Fitness



News



Groceries



Vehicle Ownership



Your Doorbell?



95.8% of U.S. adults have
at least one subscription.

A living room scene featuring a large television mounted on a wall. The TV screen displays the Disney+ logo and the text "The best stories in the world. all in one place." alongside a collage of characters from various Disney franchises, including Iron Man, Darth Vader, The Incredibles, Moana, and Mr. T. Below the TV is a wooden media console with several books on its shelves. To the left of the console is a potted plant. A purple decorative border is visible on the left side of the image.

The Average American Has 12 Subscriptions



PERSONAL FINANCE

Consumers spend an average \$133 more each month on subscriptions than they realize, study shows

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Sarah O'Brien
@SARAHTGOBRIEN

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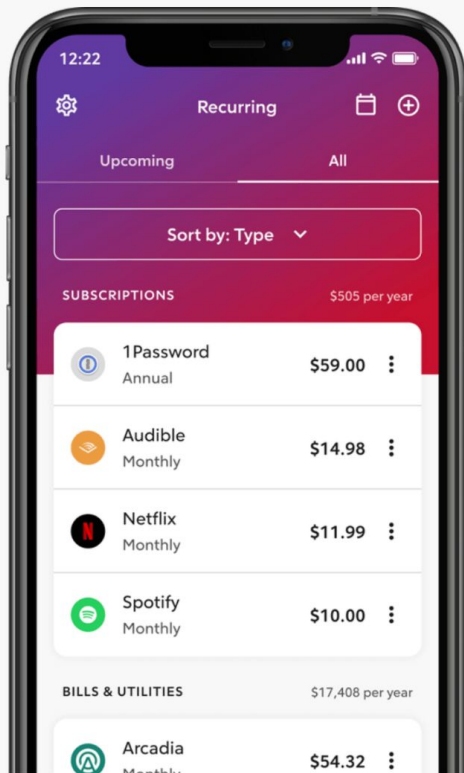
CNBC [“Consumers spend \\$133 more monthly on subscriptions than they realize”](#)



Consumers spend an average \$133 more each month on subscriptions than t...

And 42% said they have forgotten they were still being charged for a subscription they no longer use.

CNBC "Consumers spend \$133 more monthly on subscriptions than they realize"

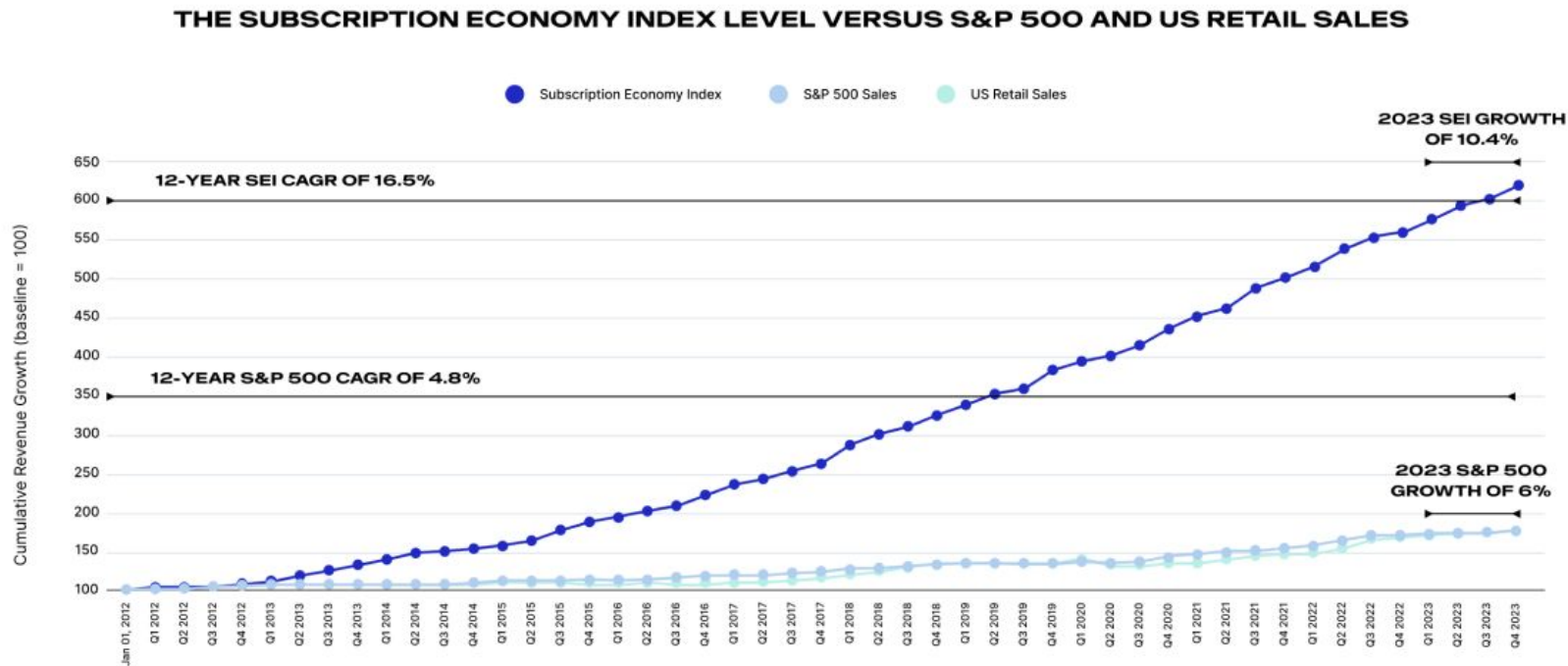


Take control of your subscriptions

Rocket Money identifies your subscriptions to help you stop paying for things you no longer need. Your concierge is there when you need them to cancel unwanted subscriptions so you don't have to.

Sign up →

Subscriptions Have Outgrown the Market by 4X

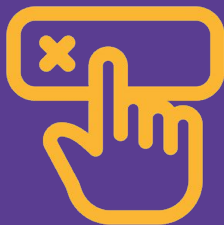




The Subscription Economy is Real

Donor Behavior is Changing

Donors are More Likely to Give Monthly



52% of Millennials are more likely to give monthly over a large one-time donation.



49% of all Baby Boomer and Gen X Donors are already enrolled in a monthly giving program.

Recurring Donors are Also More Valuable



78-86% Retention Rate



5-7X Long-Term Value



6X More Likely to Make a Legacy Gift




25% Over and Above Giving



Cost Less to Cultivate and Retain



“From 2019-2024, the average charity saw growth in recurring donors by 127.3%.” – Neon One



Donors are more likely to become sustainers, to “subscribe” to services or causes they prefer.

SUBSCRIPTION GIVING



Strategies for Sustainable Giving

SUSTAINABLE GIVING GROWTH BLUEPRINT

7 Steps to Growing a Thriving Recurring Giving Program

Download the Blueprint



www.imago.consulting/afpglobal2025

Sustainable Giving Growth Blueprint



Benchmark the program



Understand your donors



Craft an ongoing value proposition



Align your technology



Design your program



Grow the program



Cultivate the program

Sustainable Giving Growth Blueprint



Benchmark the program



Understand your donors



Craft an ongoing value proposition



Align your technology



Design your program



Grow the program



Cultivate the program

Benchmark the program



Benchmarking the program

How many? How much?

Four Core Metrics

1. Total active recurring donors
2. Total revenue from recurring donors (all sources) MRR/ARR
3. Percentage of total revenue from recurring donors
4. Long-term value (LTV) of recurring donors

Craft an ongoing value proposition



Crafting an Ongoing Value Proposition

“If I am your ideal donor, why should I give to you rather than some other organization, or not at all?”

Keys to an Ongoing Value Proposition

1. Justifies ongoing involvement
2. Describes the need in terms of survival, safety, belonging
3. Cultivates a connection with human need
4. Cultivates a connection with donors

Align your technology



Aligning your technology

Your technology will either be your biggest barrier or best ally to scaling your program.

Keys to a Sustainable Giving Tech Stack

1. Ease of Use
2. Customer Experience
3. Capability
4. Scalability
5. Integration
6. Automation

- ✓ The Subscription Economy is here.
- ✓ It's reshaping recurring giving.
- ✓ Enabling a new kind of *subscription* giving.
- ✓ Leading to *The Rise of Sustainable Giving.*



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THE RISE OF RECURRING GIVING: Strategies for 2025 and Beyond

Dave Raley, Founder
Imago Consulting ©2025

*Sustainable Giving Blueprint
+ Sustainable Giving Assessment
+ Book Details*



www.imago.consulting/afpglobal2025



How
Much
More
Can Your
Nonprofit
Save?

Visit **charityengine.net/sustainerIQ** to try our
free ROI calculator!

SEE HOW SUSTAINERIQ BOOSTS MONTHLY GIVING

SustainerIQ ROI Calculator

Number of Monthly Donors *

Average Monthly Donation *

Current Collection Rate

73%

CharityEngine Collection Rate

95%

 CharityEngine

Yearly Revenue Increase

\$52,800

[Book a Demo](#)