



**fundraising
academy**
CAUSE SELLING EDUCATION



Wednesday, March 8, 2023
Spring Into Monthly Giving

FUNDRAISE

YOU'VE GOT A CAUSE.
LEARN HOW TO FUND IT.

The Cause Selling Cycle



Phase One

Phase Two

Phase Three



Meet Your Presenter

Jack Alotto, MA, CFRE

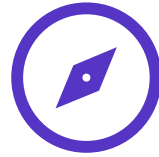
Trainer

Fundraising Academy
National University

Objectives



- Learn what monthly giving is, how to create it, and why donors want a monthly giving program



- Define the steps to starting your Monthly Giving Program

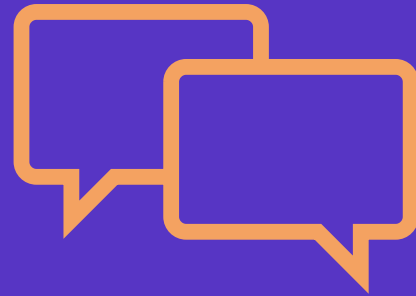


- Explore characteristics of monthly Donors – What about donor retention and donor loyalty?



- Promote your monthly giving program

COMMUNITY SHARE



Who has a monthly giving
program?

Why Create a Monthly Giving Program?

- **Raise More Money**
- **Increase Retention Rate**
- **Deepen Impact and Investment**
- **Provide what donors want**



Steps in Starting your Monthly giving program

- Overcome myths about monthly giving
- Get your organization ready
- Embed monthly giving as an important part of your overall fundraising strategy

Characteristics of Monthly Donors



Multiple yearly gifts



Uses a Credit Card



Amount of Gift

Explore Your Database

Promoting Your Monthly Giving Program

- It's in the name...

“Join my club”

- Direct Mail
- Other



SUMMARY

**Monthly Giving Programs
have many benefits**

- **Retention Rate / Legacy Gifts**
- **Donor Loyalty**
- **Less work / more money**



QUESTIONS?

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Jack Alotto, MA, CFRE

[linkedin.com/in/jack-alotto-ma-cfre-8920526](https://www.linkedin.com/in/jack-alotto-ma-cfre-8920526)

jalotto@nu.edu



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