



ASSOCIATION OF FUNDRAISING PROFESSIONALS

Growing Recurring Revenue in 2026 BUILDING FOR A NEW ERA OF SUSTAINABLE GIVING



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



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



CharityEngine: 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.



The background features a cityscape with a prominent mountain in the distance. Overlaid on the right side is a large, semi-transparent graphic consisting of a white dollar sign (\$) inside a white circle, with a white upward-pointing arrow also overlaid on the circle. The entire image has a purple color overlay.

Growing Recurring Revenue in 2026

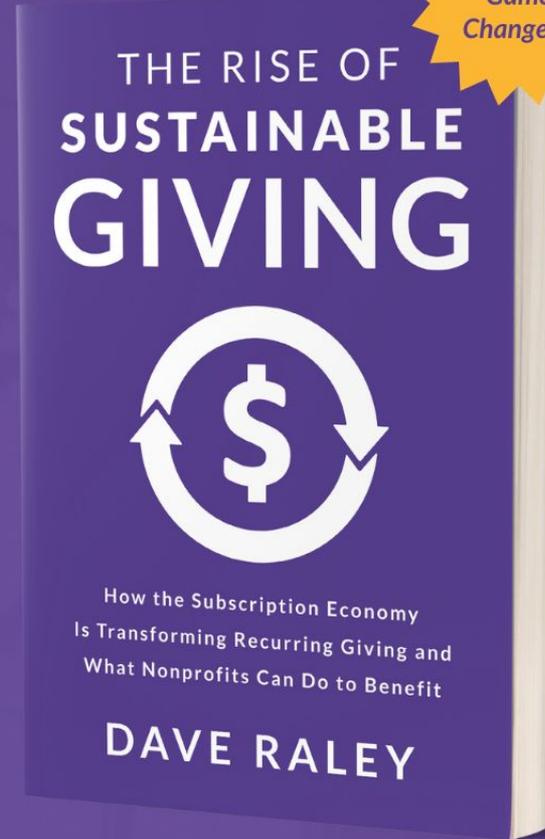
BUILDING FOR A NEW ERA OF SUSTAINABLE GIVING

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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





**What's changed in recurring giving.
Where to focus now.
How technology can help.**



Where are you at in your
sustainable giving journey?



Where are you at in your
sustainable giving journey?

1. Starting to **EXPLORE**
2. Just getting **STARTED**
3. Looking to **GROW**
4. Looking to **SCALE**



What's changed.

OSTER CENTER



Skid Row
CITY LIMIT
POP Too Many ELEV 2008

DAVID
E...
TA...

Blue graffiti on the wall.

BAGS BAGS BAGS BAGS

CHARLES A. BUCKLETONS
Cousin's life
CHRIS GRAY WHO
WAS LIFE
AWARE 1977





San Pedro St

BODY OIL
(213) 517-4939

San Pedro

Luis Sinco / Los Angeles Times





Green
Eggs
and
Ham



**Three types
of sustainer programs.**

ONE TO ONE 

MEMBERSHIP



ATM

EVERYONE ELSE





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



ATM

1.1 MILLION





WHAT ABOUT YOU?





GOOD NEWS





Two Trends are Driving the Rise of Sustainable Giving



SUBSCRIPTIONS





SUBSCRIPTIONS ARE EVERYWHERE



Disney+

The best stories in the world,
all in one place.

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.**



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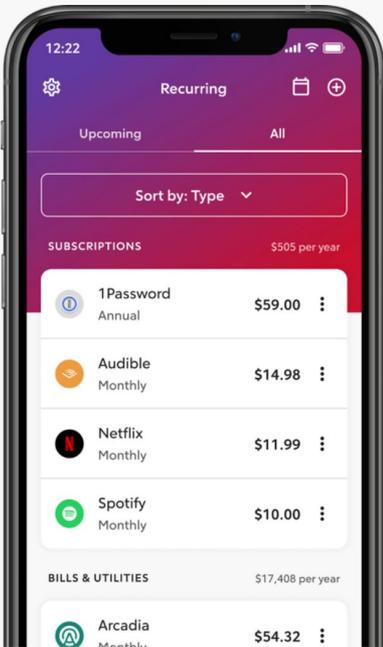
CNBC "Consumers spend \$133 more monthly on subscriptions than they realize"



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"



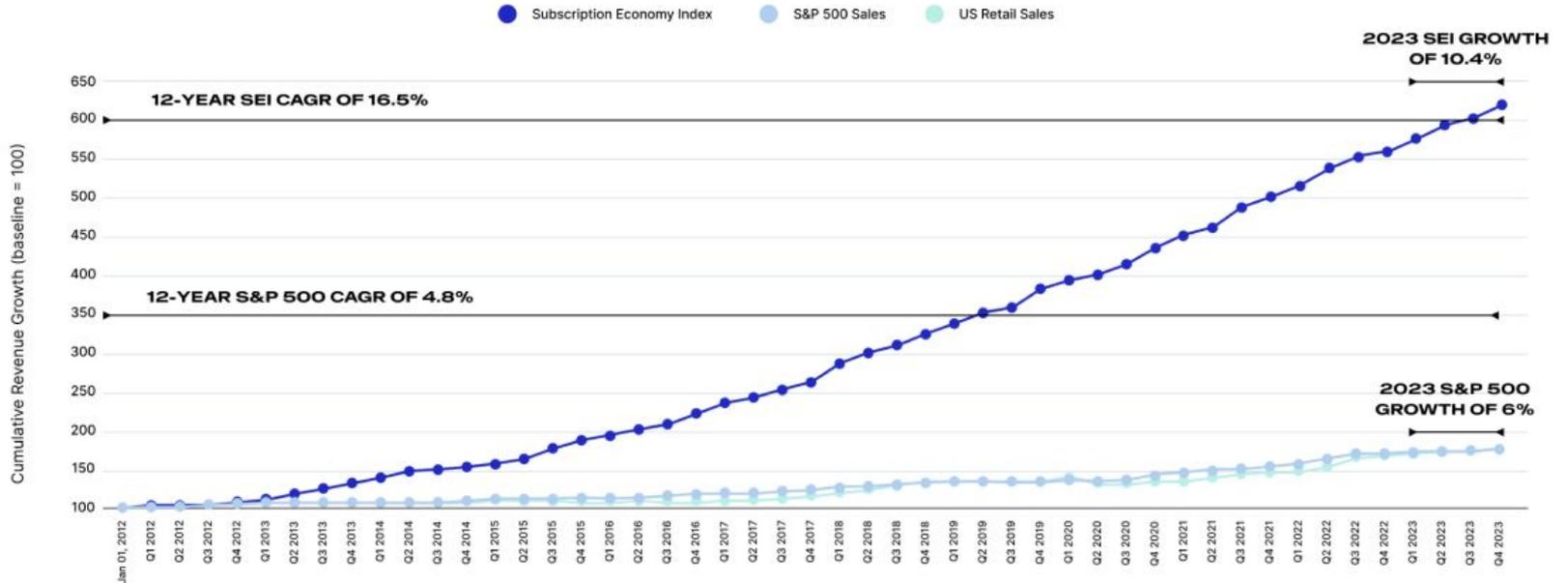
Take control of your subscriptions

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 INDEX LEVEL VERSUS S&P 500 AND US RETAIL SALES





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



“Evangelical Protestants are 27% more likely than donors in general to be part of a monthly giving program with a charity or ministry outside of their church.”

- THE SUSTAINERS: EXPLORING MONTHLY DONOR PARTNERSHIPS (*Grey Matter Research, Infinity Concepts*)

The logo for IMAGO CONSULTING is centered on a dark, textured background that resembles the intricate facade of a Gothic cathedral. The word "IMAGO" is written in a large, bold, serif font, with a square icon containing a stylized 'I' to its left. Below "IMAGO", the word "CONSULTING" is written in a smaller, all-caps, serif font.

IMAGO
CONSULTING



“From 2018-2022, 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

SUBSCRIPTION GIVING

\$119 BILLION

OVER THE NEXT DECADE



Green
Eggs
and
Ham



Where to focus now

Own it.



OWN IT

Who is responsible for recurring giving in your organization?

Do they have the resources and influence to make a difference?



Prioritize it.



PRIORITIZE IT

Do your donors know that sustainable giving is a priority?

Do you lead with recurring?



Make it visible.



MAKE IT VISIBLE

Can they find your program?

Is it included prominently and regularly in communications?

New donor onboarding?



Benchmark it.



BENCHMARK IT

How many?

How much?

ARR/MRR



Own it.

Prioritize it.

Make it visible.

Benchmark it.





How technology can help. *(or hurt)*



Technology won't grow your
sustainer program.

But, technology can either be your
biggest barrier or *best ally* to scaling
sustainable giving.

YOUR TECH STACK

CRM/Donor Management: The most critical building block. Stores supporter info.

Donation Platform: Powers the donation experience.

Donation Processor: Processes transactions and payments.

Email Marketing: Enables email communications, including automation.

Mobile Messaging: Enables text messaging.

Reporting/Analysis: Tracks performance of campaigns and understand donor file.

Website: Powers how people experience you online.

Others: Might include middle-ware, data connections, peer-to-peer fundraising, or other platforms.

A stylized lightbulb icon in a light yellow color, positioned to the left of the text. The lightbulb has a simple filament design and a base with a screw-thread pattern. A faint, larger version of the lightbulb is visible in the background behind the text.

Keys to a Strong Sustainable Giving Tech Stack

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



The silent killer of sustainable giving?

CHURN

Voluntary & Involuntary Churn

- **Preventing Voluntary Churn**
 - **Communicate proactively**
 - **Automate processes to minimize disruption.**
 - **Be extra careful around donor transitions.**
 - **Leverage data to better predict and target donors most likely to churn.**
 - **When donors reach out to cancel:**
 - **Acknowledge and affirm**
 - **Offer downgrade, skip**
 - **Ask and learn**



Voluntary & Involuntary Churn

- **Preventing Involuntary Churn**
 - Conversion to a more stable giving payment type (EFT).
 - Credit and debit card auto-updaters.
 - Retry failed payments.
 - Automate messages to donors.
 - Conduct outreach for failed payments.





SUSTAINABLE GIVING CERTIFICATION



THE CRITICAL GAP

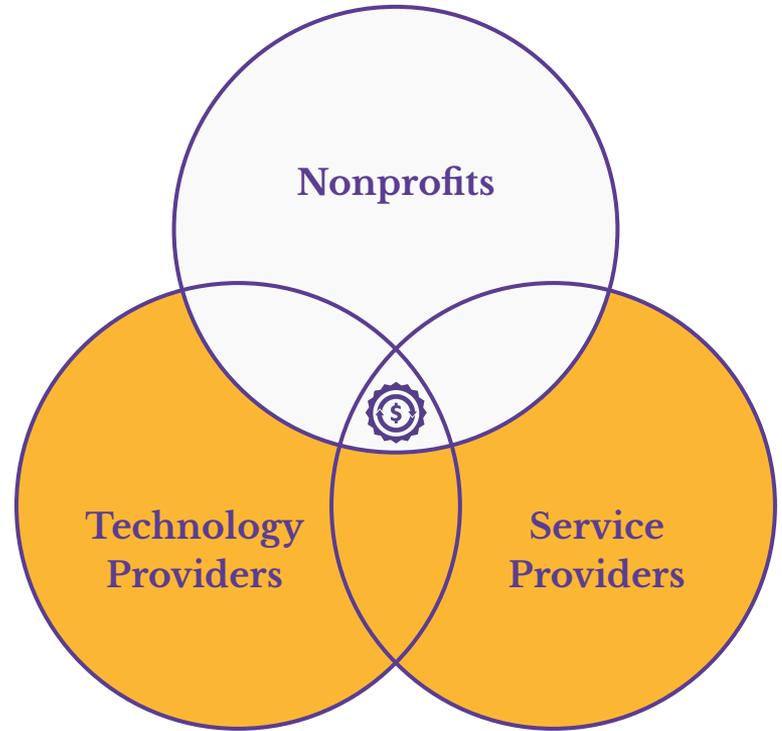
The Mission Stalls if Providers Aren't Aligned and Equipped

It Takes a Village

Even if 1.1 million nonprofits adopt sustainable giving, success hinges on their technology and service partners being ready.

Who's in My Corner?

Currently, it's challenging for nonprofits to identify which providers truly enable best-practice sustainable giving strategies at scale.



Are your current offerings fully optimized to meet this surging demand?
Are you clearly signaling your expertise in this critical area?



Sustainable Giving Certified Partner: CharityEngine

Service Provider:

Nonprofit CRM and Donation Platform

Website:

www.charityengine.net



SustainerIQ

Donor Loyalty You Can Count On



Payment processor built for recurring donations



The best credit card updater



AI-powered retries



Automated reactivation system



AUDIO BOOK

Available Now!

THE RISE OF SUSTAINABLE GIVING



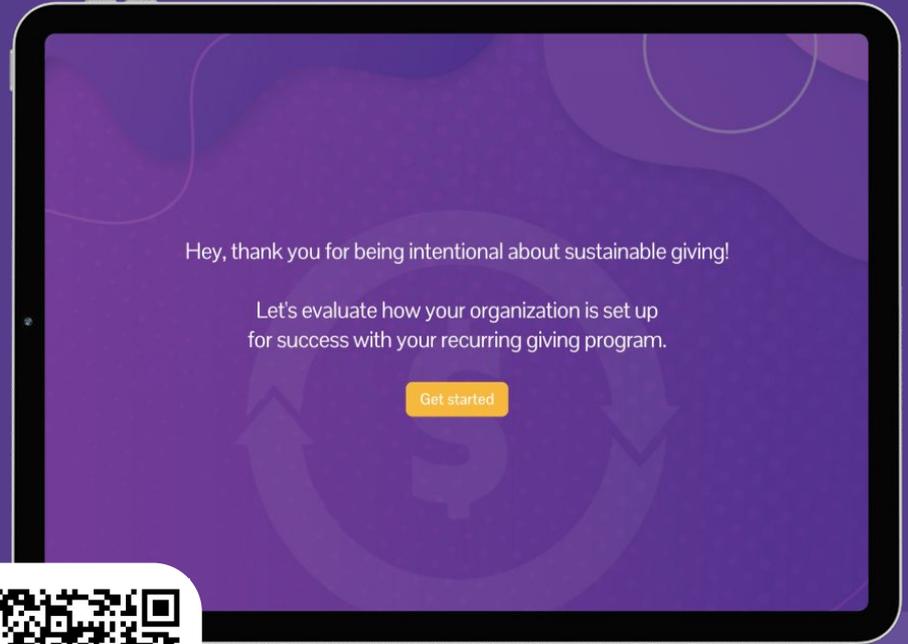
How the Subscription Economy
Is Transforming Recurring Giving and
What Nonprofits Can Do to Benefit

DAVE RALEY

SUSTAINABLE GIVING SELF ASSESSMENT

7 Minutes to Clearer
Direction on
Sustainable Giving

Get the Assessment



What's changed.
Accessibility.



Where to focus now.

Own it.

Prioritize it.

Make it visible.

Benchmark it.



How technology can help.

Build a sustainable giving tech stack that SCALES with you.



SUBSCRIPTION GIVING

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