

betterworld

More than a monthly gift

Build belonging, deepen donor connection, and create predictable growth.

Three years ago, we
started growing monthly
giving with Many Hopes.

THREE YEARS LATER

250 → 9.5k+

MONTHLY GIVERS

\$60k → \$3.1M

GIVEN PER YEAR

Not one lucky program.
Across every program
we've helped scale,
there's a clear playbook.



The agenda

01 · **Why it matters** → What monthly giving changes for your budget, mission, and donors.

02 · **The playbook**

03 · **Practical takeaways**

9x

The lifetime value of a monthly donor,
compared with a one-time gift.

MONTHLY



ONE-TIME



Predictable revenue.

Already counted on for next year
– before year end giving season
even starts.

2027

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

Program impact

know how many people you can serve.

know how much staff you can support.

know what your mission can confidently commit to.

& plan with confidence.

83%

of donors would give monthly if the process was easy and if they were asked.

-
- ✓ Easier for donors to budget
 - ✓ Generosity becomes a habit

A man in a grey t-shirt and dark pants is jumping rope in a large, industrial-style gym. The gym has a high ceiling with exposed metal beams and corrugated metal panels. There are other people in the background, some standing and some working out. The lighting is dim, with some bright spots from overhead lights. The overall atmosphere is gritty and focused.

“If more information was the answer,
we’d all be billionaires with perfect abs.”

– Derek Sivers

The agenda

01 · Why it matters

02 · **The playbook** → Five proven pillars – part art, part science – behind every program we scale.

03 · Practical takeaways

Five keys to a successful recurring giving program.

ART

01

Identity

ART

02

Content that
moves people

SCIENCE

03

5-star giving
experience

SCIENCE

04

Optimize

SCIENCE

05

Retention

01

Identity

People want to belong to something.





JOIN THE RISING

\$20 CAN SEND A CHILD TO SCHOOL AND CHANGE THEIR LIFE FOREVER.

Join The Rising, our monthly giving community, and equip a child every month of the year.

JOIN THE RISING



A strong identity creates community – and a sense of belonging.



Many Hopes, INC
<https://www.manyhopes.org>

The Rising - Join the Community - Many Hopes



Be part of a movement committed to changing communities and lives worldwide by providing access to education. Join The Rising. Join A Good Cause. 100% Of Funds To Work. Rescue Kids From Poverty. Create An Impact.



Welcome to The Rising.

Hi Rachel,

You're officially part of a global community committed to survivor-driven change.

Your monthly gift helps provide rescue and education to children around the world — giving them the opportunity to become changemakers in their own communities.

Your impact doesn't stop here.

Each month, we'll share stories and updates so you can see your generosity at work.

WELCOME TO THE RISING →



You belong here.

MANY HOPES
 RAISING CHILDREN FROM INJUSTICE TO INFLUENCE.



“A hero is someone who has given his or her life to something bigger than oneself.”

– Joseph Campbell, *The Power of Myth*

A screenshot of the 'The Rising' website. The header features the 'THE RISING' logo on the left and a red 'DONATE' button on the right. Below the header is a large red banner with white text. Underneath the banner, the text 'WHAT IS SURVIVOR-DRIVEN CHANGE?' is displayed in red, followed by two paragraphs of smaller black text. On the right side of this section is a circular photograph of two smiling African children. A small red circular logo is partially visible on the far right edge.

THE RISING [DONATE](#)

The Rising is the world's first global community committed to survivor-driven change. We are generous givers who provide safety and school every month of the year.

WHAT IS SURVIVOR-DRIVEN CHANGE?

We believe that children who have survived slavery or trafficking or abuse can be the most powerful agents to defeat the injustice they survived.

You can equip them to do that by joining The Rising.

02

Content that moves people

You have to make people care.





Most people have a
heart for good...

THE PLAYBOOK • CONTENT THAT MOVES PEOPLE

YATIRIM
TAVSİYESİDİR
betterworld

LEVI'S® 501® GİYDİKÇE DEĞERLENİR.

501[®] LEVI'S[®] 150[®]

We live in the most
distracted time in
human history.

You must create **powerful** content that breaks through the noise...and pulls on the *heart*

LARGE GIFTS

Head

Expects proof.

An impact report. A restricted gift.

SMALL RECURRING GIFTS

Heart

Moved by a moment.

Starts with an emotional response.

Create meaningful content that **elicits the emotion** of why people should give.



A monthly gift is an *act of generosity* triggered by an **emotional response.**



Make the donor feel
part of the story.

Keep it authentic

Show the real people and real work behind the mission.

Make them the hero

Help donors see the role they play in creating the outcome.

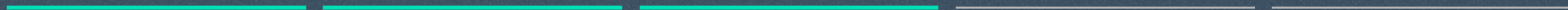
Make quality count

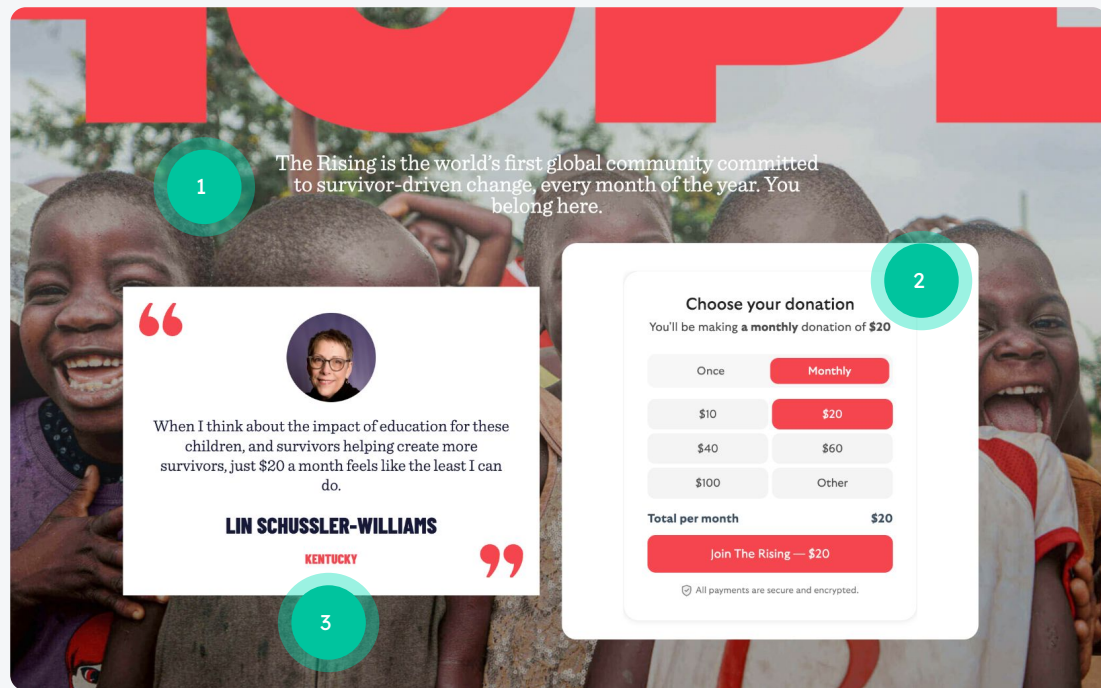
Clear, thoughtful content beats overproduced content that feels distant.

03

5-star giving experience

The donor is here. Make the action clear.



manyhopes.org/

Anatomy of a page that converts

1. Emotional hook
2. One clear action
3. Social proof & trust signals
4. Eliminate distractions

Gentle nudges towards monthly giving.

16%+

ONE-TIME RECURRING CONVERSION

Your gift can go further

Convert your \$100 into months of sustained impact.

Why monthly giving makes a bigger impact

- ✓ Reliable funding helps us plan ahead and maximize our impact.
- ✓ Monthly support helps us respond the moment we're needed most.
- ✓ Cancel anytime — you're always in control of your giving.

Become a keystone supporter — \$33/mo

Make a lasting impact — \$25/mo

or

Keep my one-time gift — \$100

← back to amount

Smart ZIP code prompts meet donors where they are.

ZIP code – 79901

Choose your donation

You'll be making a **monthly** donation of **\$100**.

1 Amount — 2 Info — 3 Payment

Give once **♥ Monthly** Annually

\$10	\$25	\$50
\$100	\$250	\$500

Provides ongoing support for children and families.

Or enter custom amount

\$ Custom amount

Total per month **\$100.00**

Continue to donate – \$100.00

© All payments are secure and encrypted.

ZIP code – 94027

Choose your donation

You'll be making a **monthly** donation of **\$300**.

1 Amount — 2 Info — 3 Payment

Give once **♥ Monthly** Annually

\$30	\$60	\$125
\$300	\$600	\$850

Provides ongoing support for children and families.

Or enter custom amount

\$ Custom amount

Total per month **\$300.00**

Continue to donate – \$300.00

© All payments are secure and encrypted.

[← back](#)

1

Amount

2

Info

3

Payment

Give once

▼ Monthly

Annually

\$10

\$25

\$50

\$100

\$250

\$500

Or enter custom amount

\$ Custom amount

Continue to donate - \$100.00

 All payments are secure and encrypted.

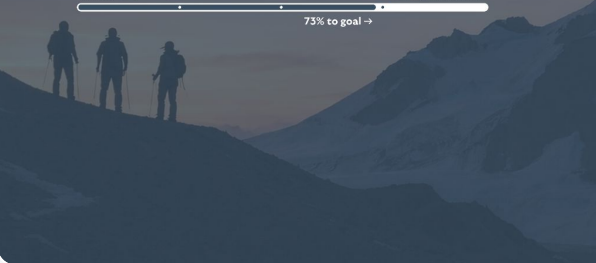
Purpose over profit

We believe fundraising should put purpose first. That means helping organizations raise more, keep more, and focus on the work that matters – not fees or unnecessary complexity. Every decision we make is grounded in supporting the missions our customers serve.

Raised \$1,460,350

Goal \$2,000,000

73% to goal →



Make it easy to say yes.

1. Modern
2. Short form
3. On brand

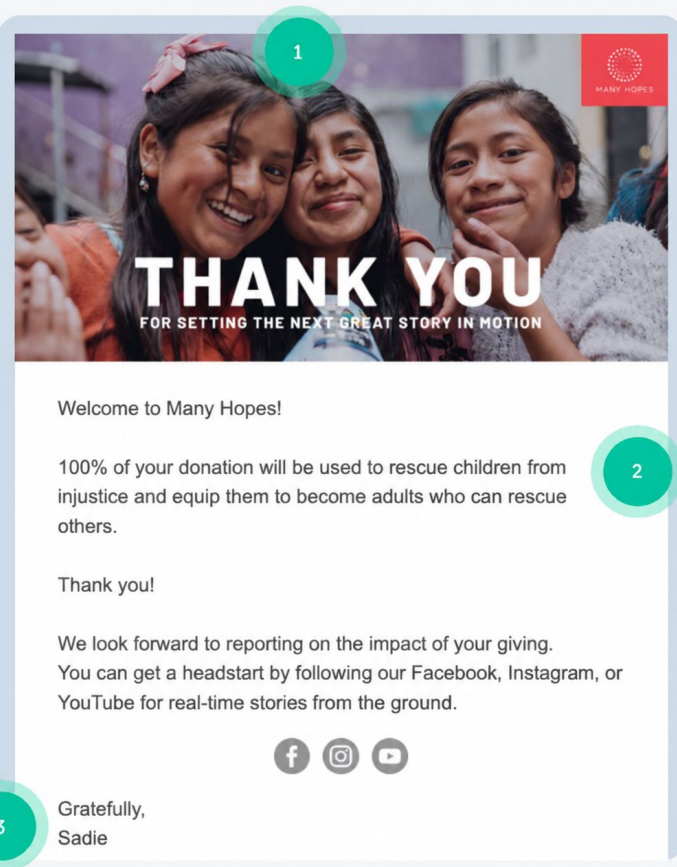
How you thank them matters.

The thank-you page, the receipt, and the first week of emails are all part of the giving experience.

1. Reinforce connection, not a statistic.

2. Validate trust signals

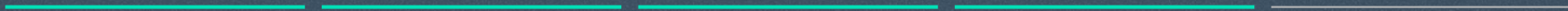
3. Humanize - from a person, not a logo.



04

Optimize

Create a culture of testing.



What testing surfaced for Many Hopes.

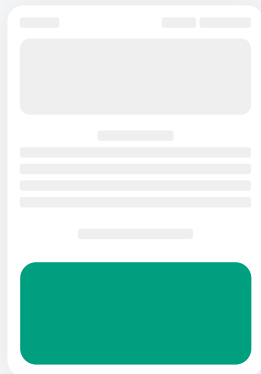
2x

Conversion from button color



3x

Bottom form placement



+80%

First month Imagery A/B outcome

Test everything.

Placement

Colors

Messaging

Language

Imagery

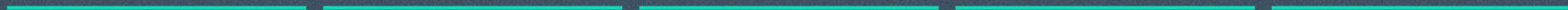
Sizes

Form length

05

Retention

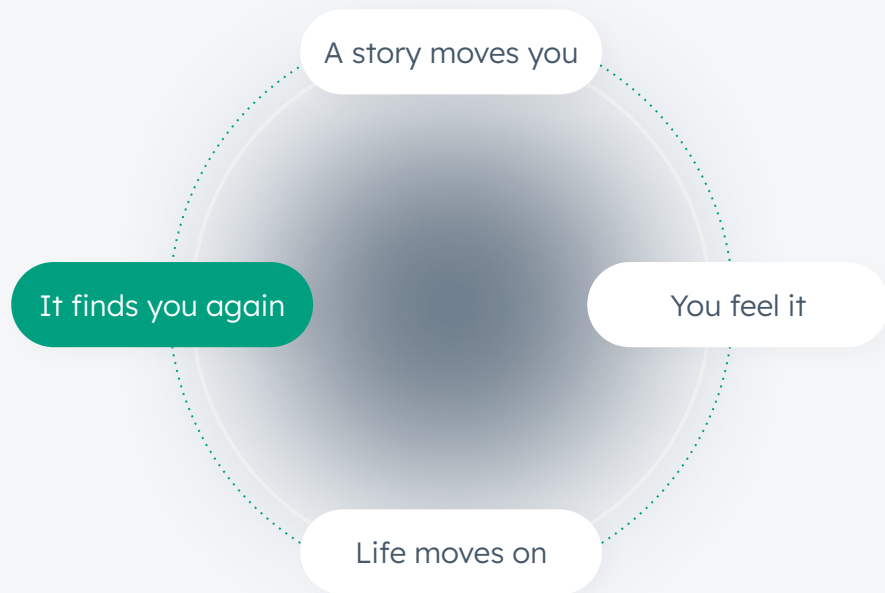
Earn their loyalty.



A photograph of four young children of African descent, all wearing green shirts, smiling and looking towards the right. One child in the foreground has their hand near their face, and another child behind them has their hand on the first child's head. The background is slightly blurred, showing a textured wall.

People stay when they
understand what
they're part of.

Bring the feeling back.
Again and again.



Churn is the default.
And it happens quietly.

Recurring giving Import recurring donations

Recurring giving							
FREQUENCY		RECURRING STATUS					
All frequencies		All statuses					
Donor	Campaign	Amount	Lifetime	Status	Last charge attempt	Last error msg	Actions
Evelyn Brooks	The Willow Fund	\$85.00 / monthly	\$1,020.00	Active	September 29, 2026	-	...
Nolan Reed	The Willow Fund	\$50.00 / monthly	\$1,450.00	Active	September 28, 2026	-	...
Maya Sterling	The Willow Fund	\$120.00 / monthly	\$2,880.00	Pending	September 27, 2026	-	...
Oliver Hayes	The Willow Fund	\$250.00 / monthly	\$4,750.00	Active	September 26, 2026	-	...
Clara Bennett	The Willow Fund	\$35.00 / monthly	\$665.00	Paused	September 24, 2026	-	...

They rarely
leave all at once.
**Most signals
are fixable.**

1. Card fails
2. Gift decreases
3. Month skipped
4. Emails go unopened
5. Engagement drops

When they go quiet, start with the story.

1. Lead with gratitude

2. Remind Impact: One child, one video.

3. The personable ask

Hey Crystal,
Alex from Many Hopes here!
I wanted to share a real-life example of what your support of Many Hopes is doing.

Because of people like you all over the world, we have been rescuing children from injustice and equipping them to become adults who can rescue others for over 12 years.

You are an absolute hero! And this story shows you why:

MEET BRENDAH



When Brendah was six years old, her mother died of HIV.
She never knew her father and was left to fend for herself on the streets.

The agenda

01 · Why it matters

02 · The playbook

03 · **Practical takeaways** → Ten things to do next.

Start with what you can do now, then keep building.

1. Name your monthly program. This costs you nothing.

2. Write the one-sentence invitation. Make joining clear.

3. Create one strong anchor story. Make it count.

4. Build one focused landing page. Remove distractions.

5. Turn on the monthly prompt. Make recurring easy.

6. Set ask amounts intentionally. Show the impact.

7. Audit the thank-you experience. Think like a donor.

8. Run one test this quarter. Then another.

9. Post consistently on social. Keep it authentic.

10. Thank monthly donors again. Three months, six months.

OPEN DISCUSSION

Your recurring giving starts here.

Ask questions today, then connect with us for help building what comes next.

betterworld



Scan to talk recurring giving

Q&A

Submit your questions into the chat.

