

Monthly Giving

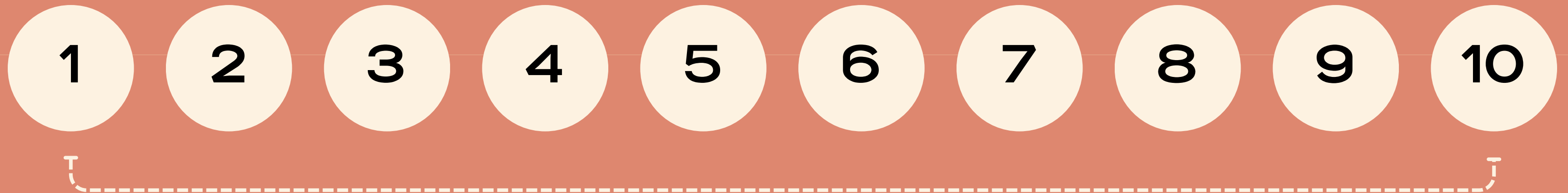


*Mastermind*

5-Step Framework to Build, Grow  
& Sustain Subscriptions for Good

BY DANA SNYDER

What **PRIORITY** is recurring giving for you on a scale of 1 to 10?



What's **ONE WORD** to describe  
how you feel about your  
recurring giving program?

# What If We Could Unlock

# \$9 BILLION?



## Current State

**Only 3%** of  
all US donations  
are recurring.

## Goal

Move  
from 3%  
to **5%**.

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## Impact



**+\$9 billion**  
in sustainable  
funding.



DONATION

\$50

\$100

\$250

\$500

\$1,000

\$5,000

OTHER

RECURRING GIFT

MAKE THIS A MONTHLY GIFT

TRIBUTE GIFT

THIS GIFT IS IN HONOUR, MEMORY, OR CELEBRATION OF SOMEONE

PROVIDE RECIPIENT'S EMAIL:

optional

BILLING ADDRESS

PLEASE TICK THIS BOX IF THIS IS A COMPANY/ORGANIZATION DONATION

Name: title  first name  last name

EMAIL:

MOBILE #: optional

COUNTRY: Canada

ADDRESS:

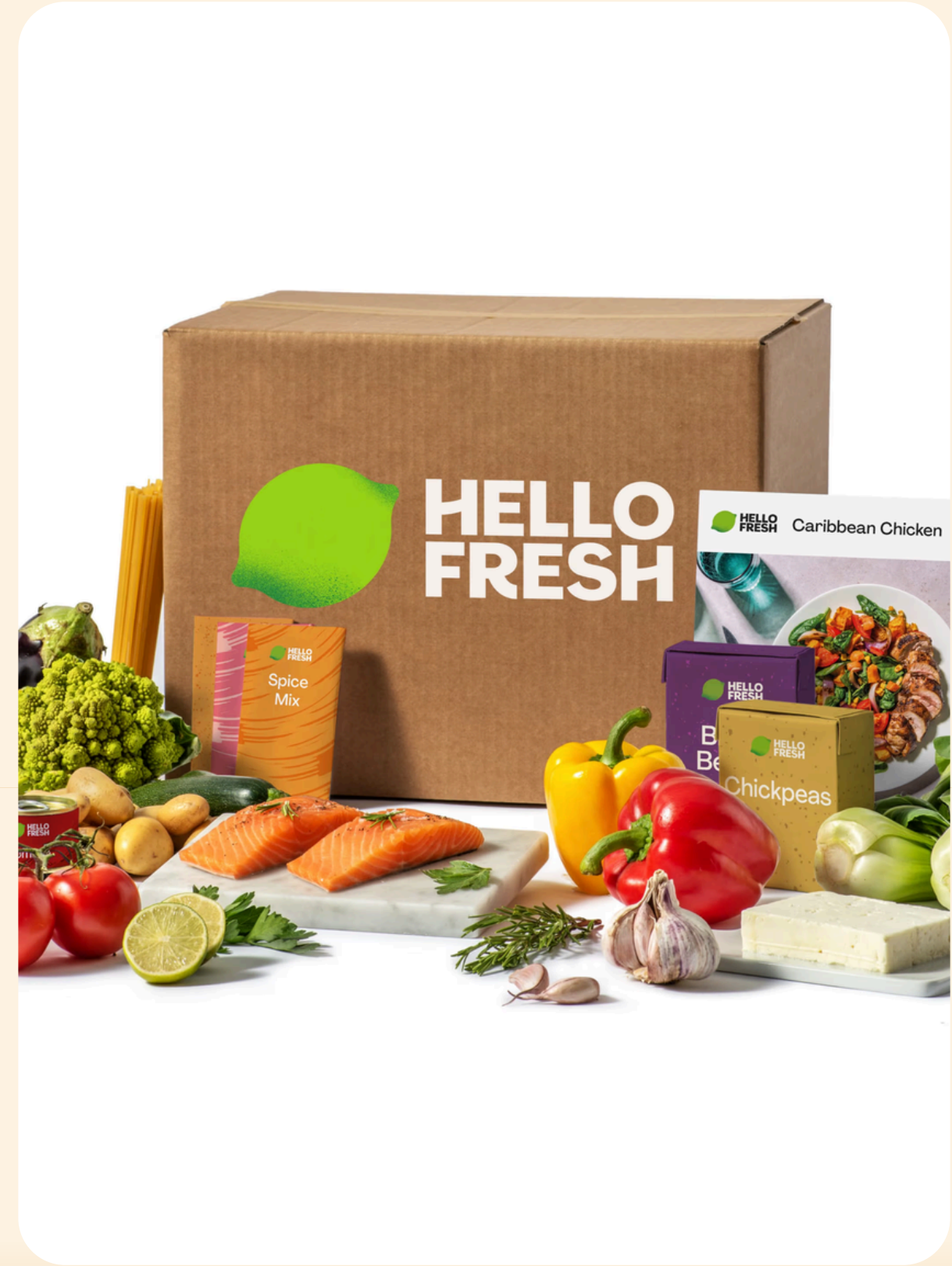
CITY:

When we treat recurring giving as an  
**AFTERTHOUGHT,** donors will, too.

# Let's talk **HABITS**

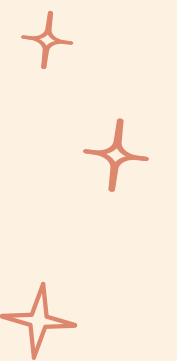








Do we, as nonprofits,  
have the **HABIT** of  
asking in this way?

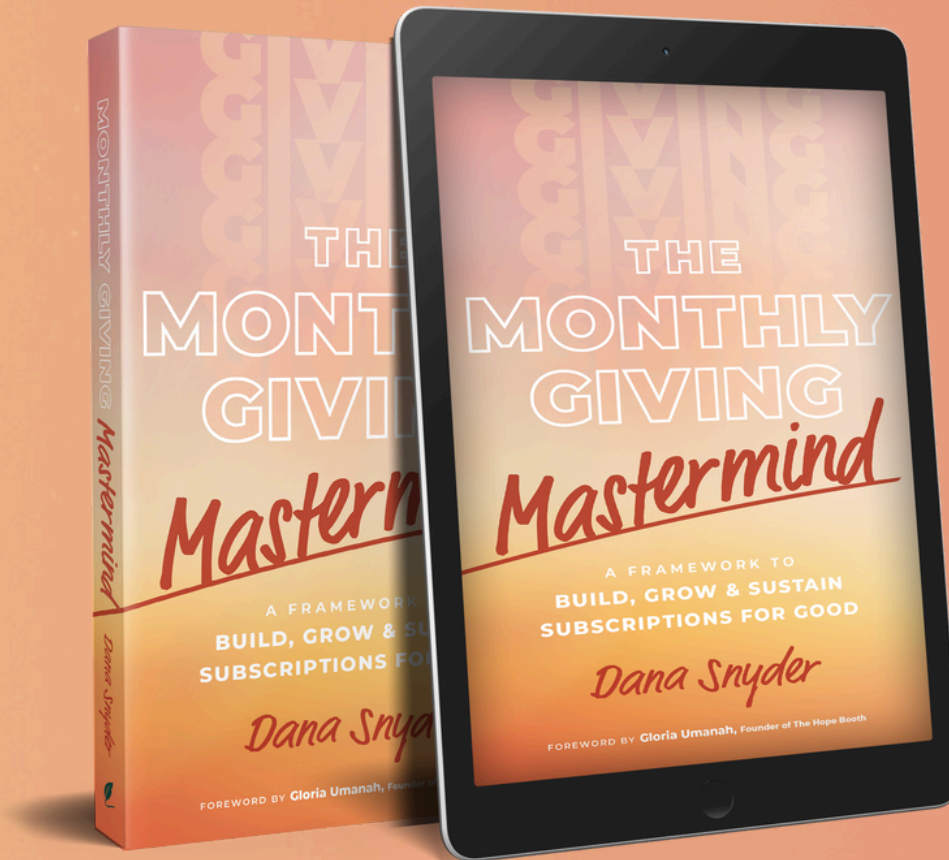


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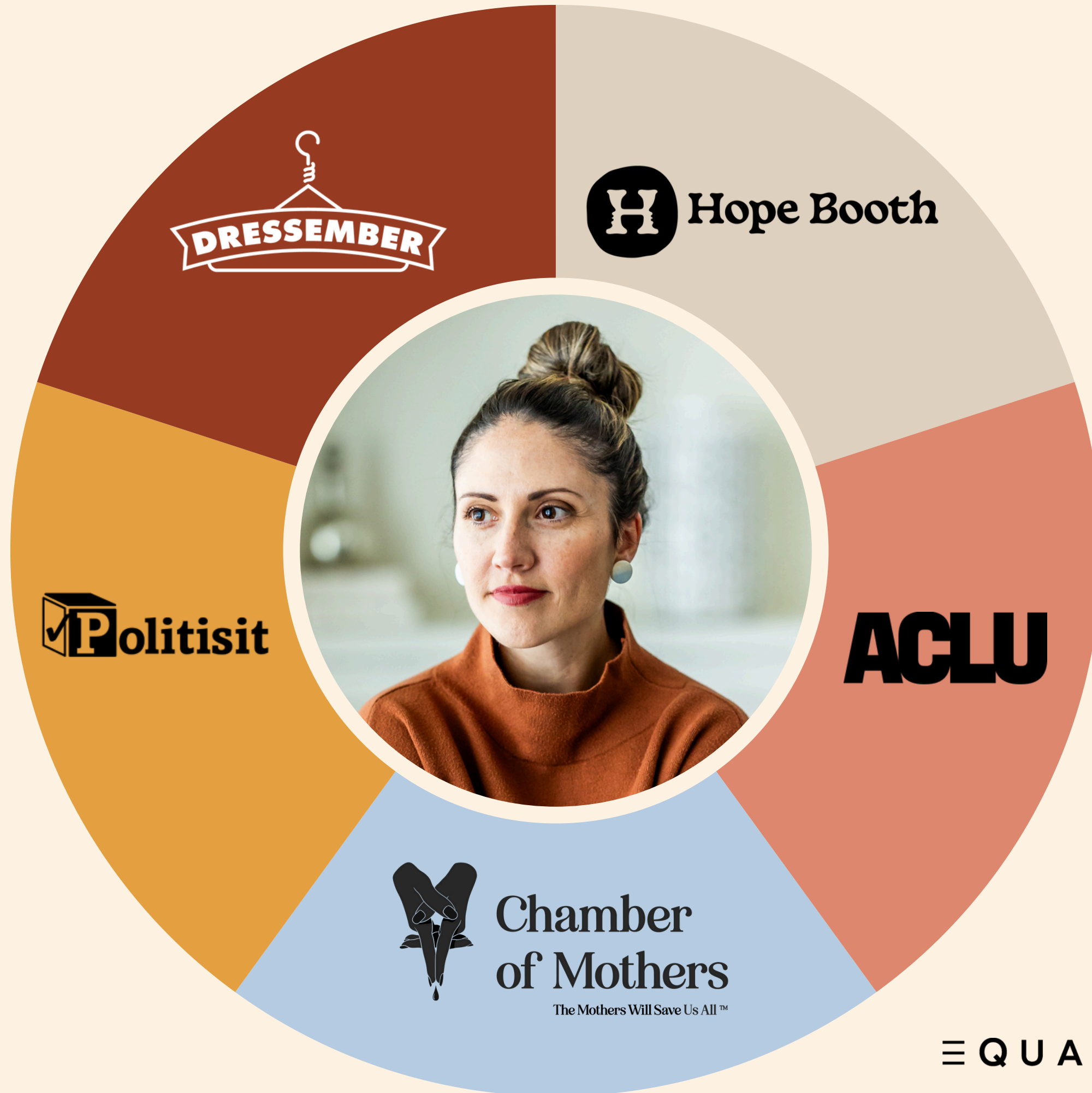
We first need to **BUILD THE HABIT**  
of asking for a recurring gift.

# PRIMARY > Optional Way of Giving

# SPEAKER, AUTHOR & HOST OF



MONTHLY GIVING Summit



I BELIEVE

The growth of a successful recurring giving program  
*extends beyond the boundaries* of the organization itself.

The *true power* lies in the community  
outside—an untapped source of:

**Inspiration**

**Collaboration**

**Innovation**

## PURPOSE

To help bring together people to



**Share  
transformative  
ideas**



**Foster  
meaningful  
connections**



**Elevate  
collective  
impact**

Starting with **100 donors**,  
what would you prefer?

**A**

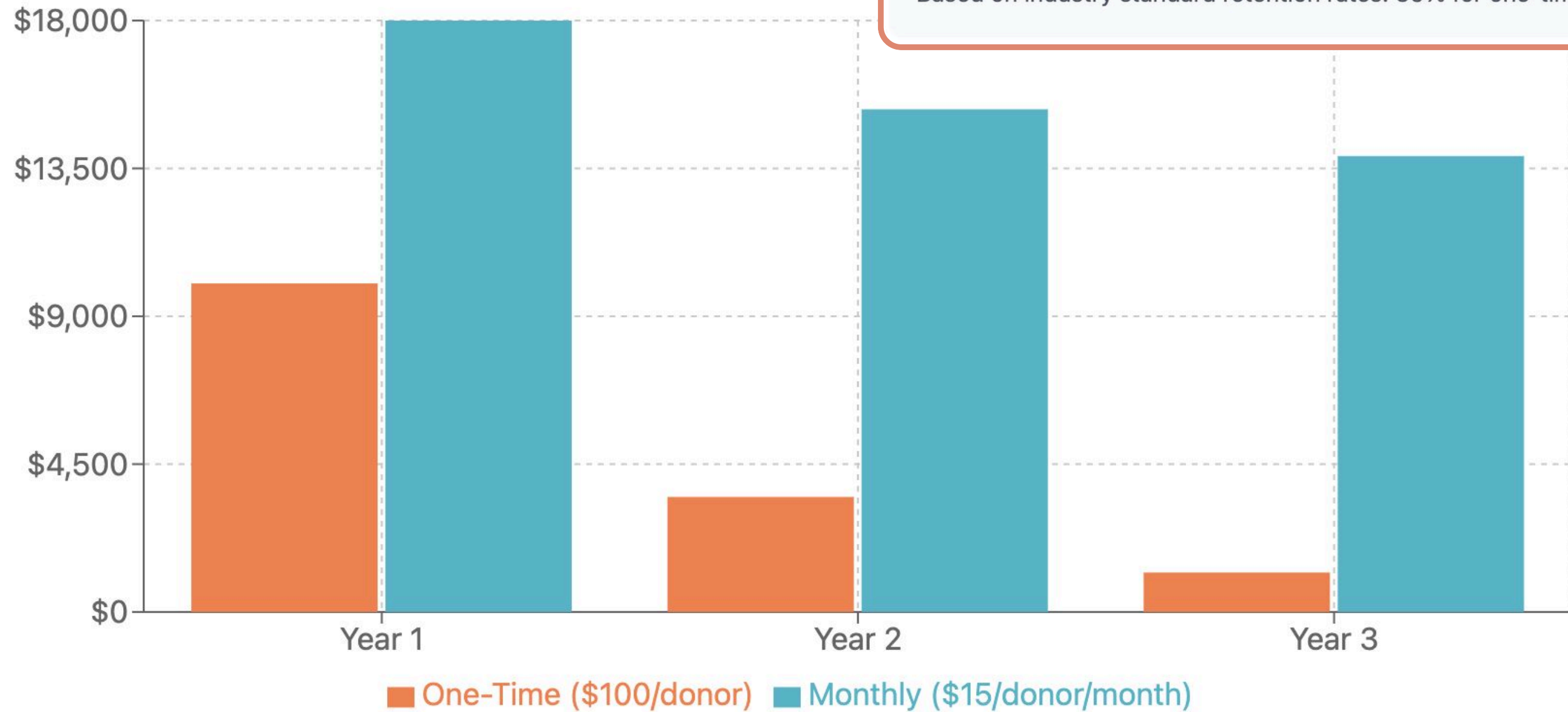
One-time gifts  
**(\$100)**

**B**

Monthly gifts  
**(\$15)**



### The Power of Monthly Giving: 3-Year Comparison



#### 3-Year Totals:

One-Time Giving: \$14,700 (Starting with 100 donors at \$100 each)

Monthly Giving: \$47,175 (Starting with 100 donors at \$15/month)

**Difference: \$32,475**

Based on industry standard retention rates: 35% for one-time donors, 85% for monthly donors

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**The Power of Monthly Giving: 3-Year Comparison**



**Major  
donors**

**Grants**

**Corporate  
sponsorship**

**One-time  
gifts**

**Monthly /  
recurring  
giving**

**Only 1 of these is sustainable,  
predictable & consistent.**

A monthly giving program is the  
most *sustainable & predictable*  
revenue stream.

WITH THE MOST \**COMPASSIONATE & GENEROUS* SUPPORTERS.

But, here's the **SECRET** to success

# What's a *Mastermind*?

A GROUP OF PEERS COMING TOGETHER TO...

- ◇ Mentor one another
- ◇ Solve problems together
- ◇ Answer each other's questions
- ◇ Get advice & inspiration from the other members pursuing a collective goal

# I've helped launch 23 monthly donor programs through the Monthly Giving Mastermind.

The Roots

The Bench

The Essentials

Joyraisers

The Promise

The Party

The Table

The Path

The Beacon

The Beat

The Trellis

The Village

Builders Guild

RISE

Replenish  
the Well

BFFs

Plate It Forward

Bits of Change

The Circle

The Plenty

The Cultivators

The Campers

The Advocates

# I interviewed **15** causes

26 - 66,000 monthly donors



charity: water



be.cause

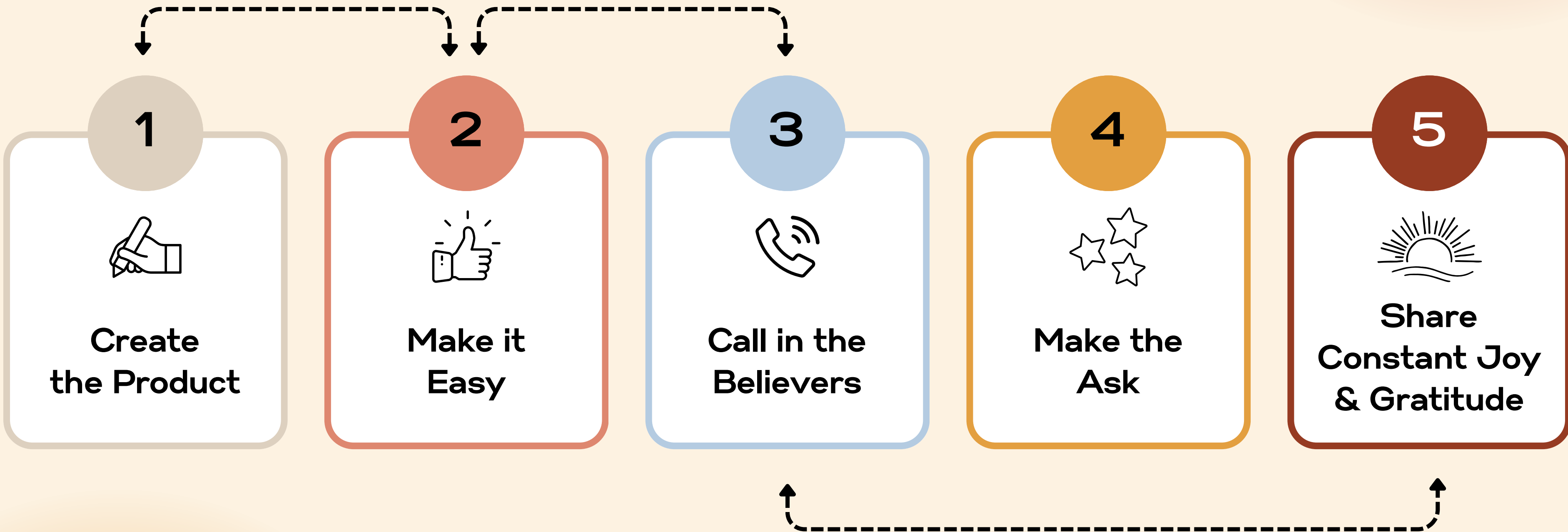


IJM

QWOCMAP



# 5-Step Framework



# Case Study: Roots Ethiopia

1 person  
team

33% of  
donors are  
recurring

93%  
retention  
rate

Launching upgrade campaigns = **\$1k+ monthly**

SPRING 2023:  
Relaunched monthly giving



2025:  
\$120k+ in annual recurring revenue



# Step 1: Create the Product

THE WHY + STRUCTURE + NAMING PROCESS

- ◇ What's the reason for your product to exist?
- ◇ What's the impact it's intended to have?





# Step 1: Create the Product

THE WHY + **STRUCTURE** + NAMING PROCESS

- ◇ What structure aligns with the mission and values of your organization?

**\$1/DAY METHOD**

**\$1 A DAY**

\$31/mo or \$365/yr

**\$5 A DAY**

\$155/mo or \$1,825/yr

VS.

**\$X = IMPACT**

**\$24**

Meals for 2 people every day for a week

**\$98**

Support Food Rescue Hero App

# Mastermind Moment

"Hope Booth is built for the community, by the community, and helping them realize that they're part of building this.

Without them, it doesn't exist, it doesn't exist, *genuinely, literally doesn't exist.*"

– GLORIA UMANAH



Hope Booth





# Step 1: Create the Product

THE WHY + STRUCTURE + NAMING PROCESS

- ◇ Transactional vs. Community-Led
- ◇ Crave belonging
- ◇ Bigger than ourselves







## Step 2: Make it Easy

**WEBSITE + DONATION EXPERIENCE**

**EVERY PRODUCT HAS A  
LANDING PAGE, DOES YOURS?**

---

- ◆ Avoid donor confusion

**FORMAT IS  
IMPORTANT**

---

- ◆ Mobile-friendly
- ◆ BIG audacious statement
- ◆ Donation button or form



## Step 2: Make it Easy

WEBSITE + **DONATION** EXPERIENCE

Monthly  
**ONLY** or  
pre-selected

Multiple  
payment  
options

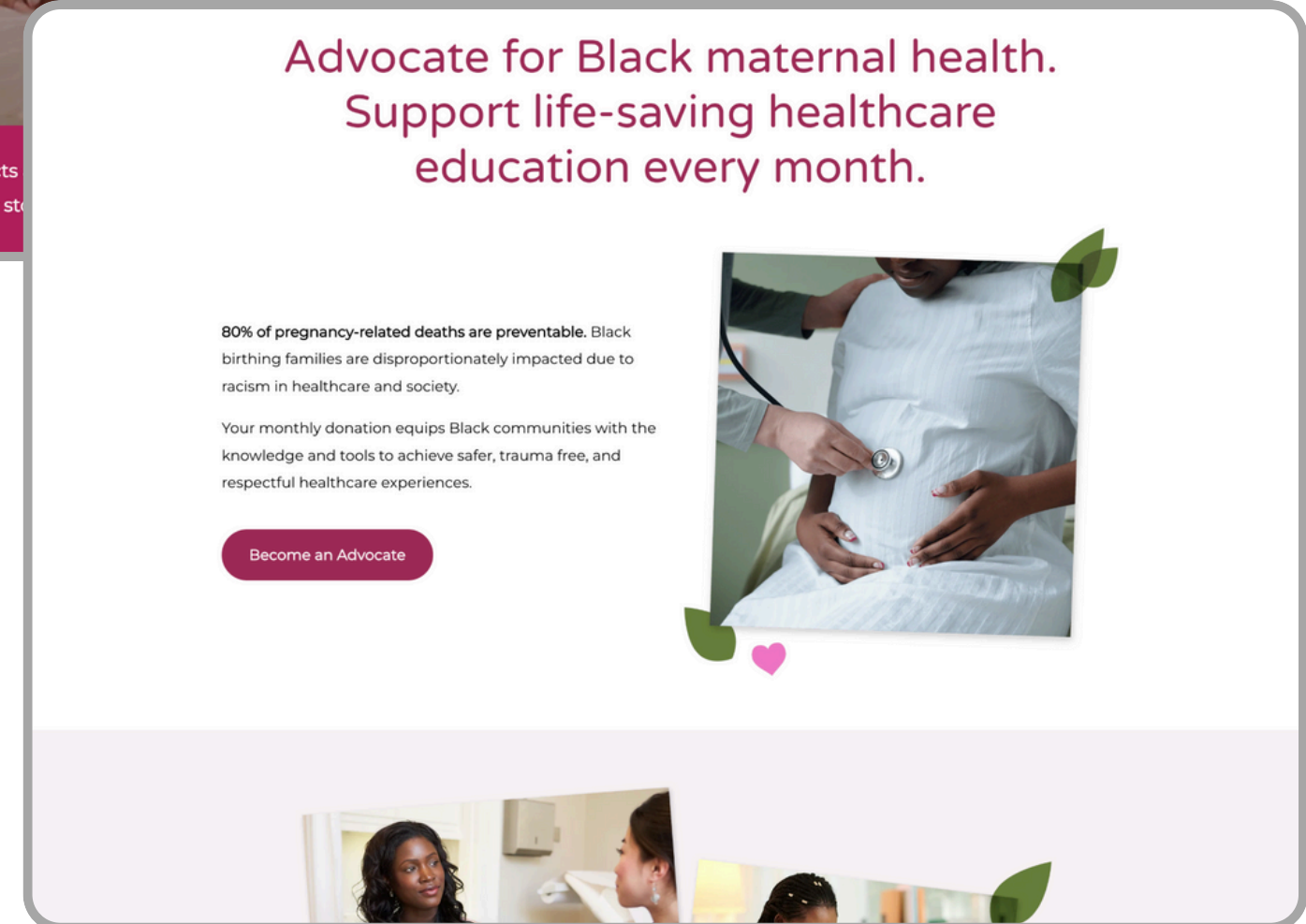
No long  
forms

Mobile-  
friendly

BEFORE



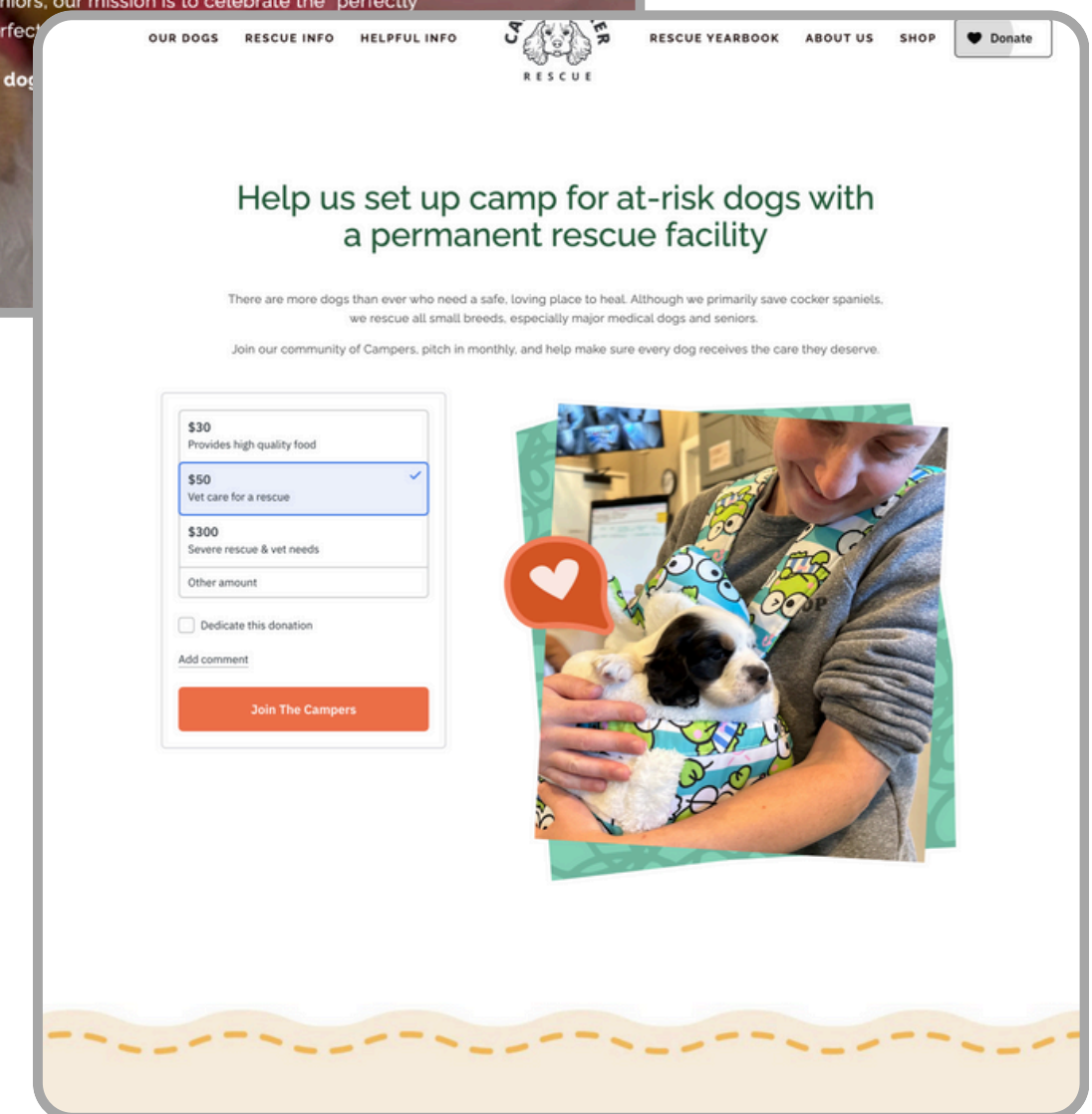
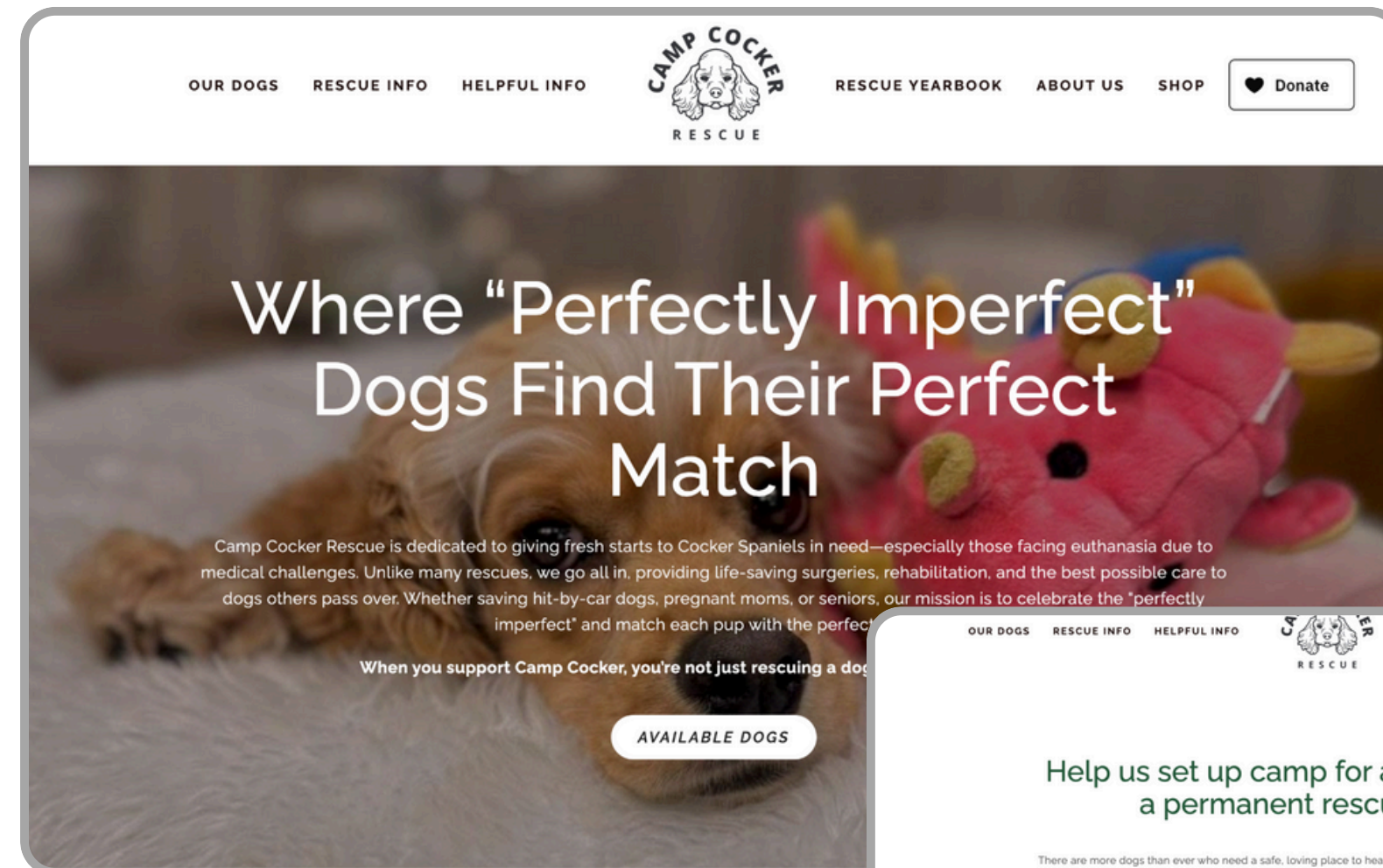
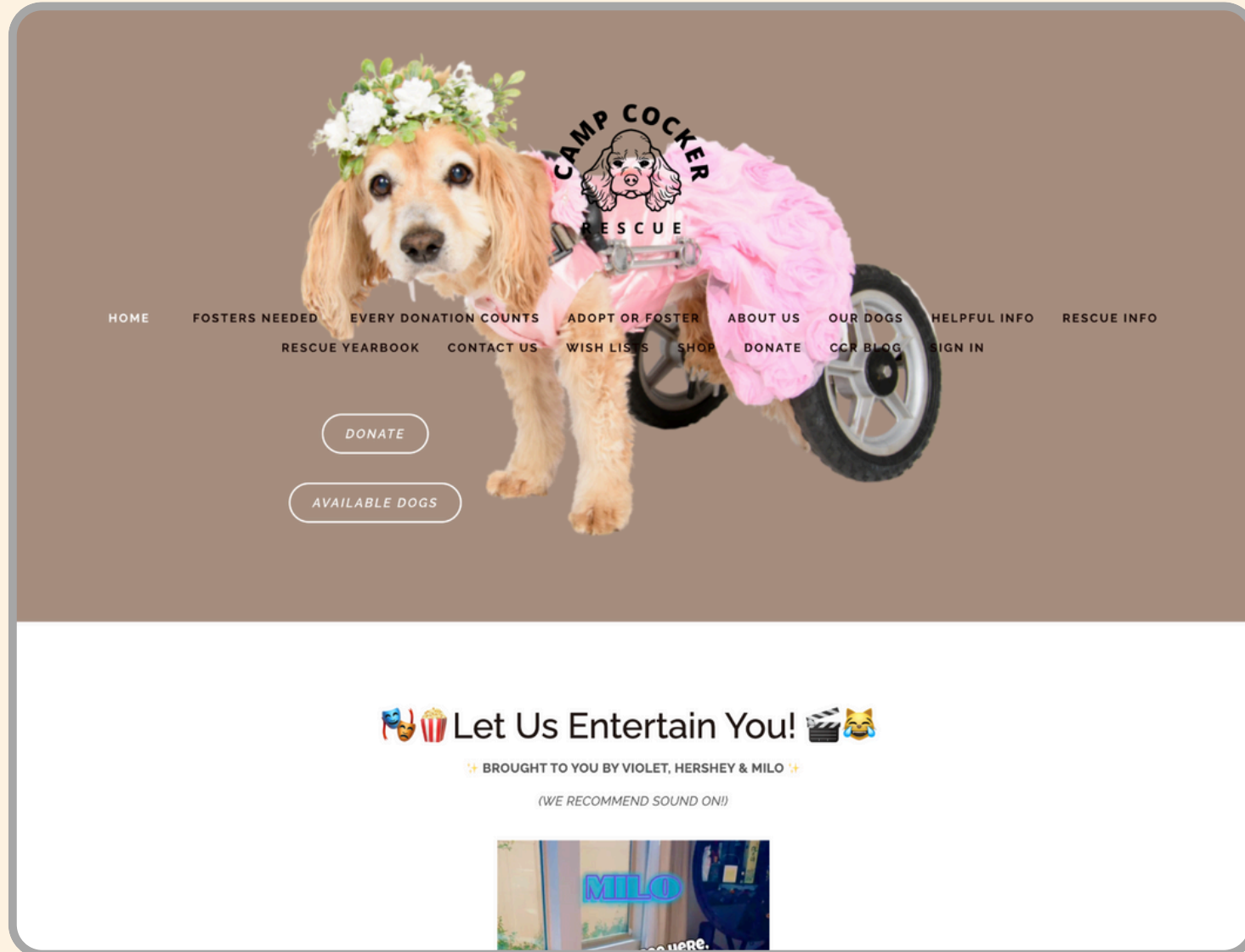
AFTER



BEFORE



AFTER



# Mastermind Moment

**“So first and foremost, you have to have the technical capacity to allow them a user-friendly experience.**

**For example, we wanted to make sure we had a clear login process on our website, because if you can't intuitively see how to pause or cancel your account, then there might be a lack of trust.”**

– ARIEH FRIEDNER



≡ Q U A + I O N

missions to  
MOVEMENTS



# Step 3: Call in the Believers

**COPY + PARTNERSHIPS + PRESS**

**Clear Messaging  
& Value  
Proposition**

**Showcase the  
NEED + THE  
IMPACT**

**Who are your  
allies to partner  
with?**

**Podcast  
Guesting**

**Local/  
Trade/  
National Press**

**Content-Creator  
Partnerships**

## STORY: MISSIONBIT

### **Debugging Silicon Valley's diversity problem starts with making computer science accessible to all youth.**

For many students living in Silicon Valley's shadow, tech opportunities can feel worlds away, even though they're right in their backyards.

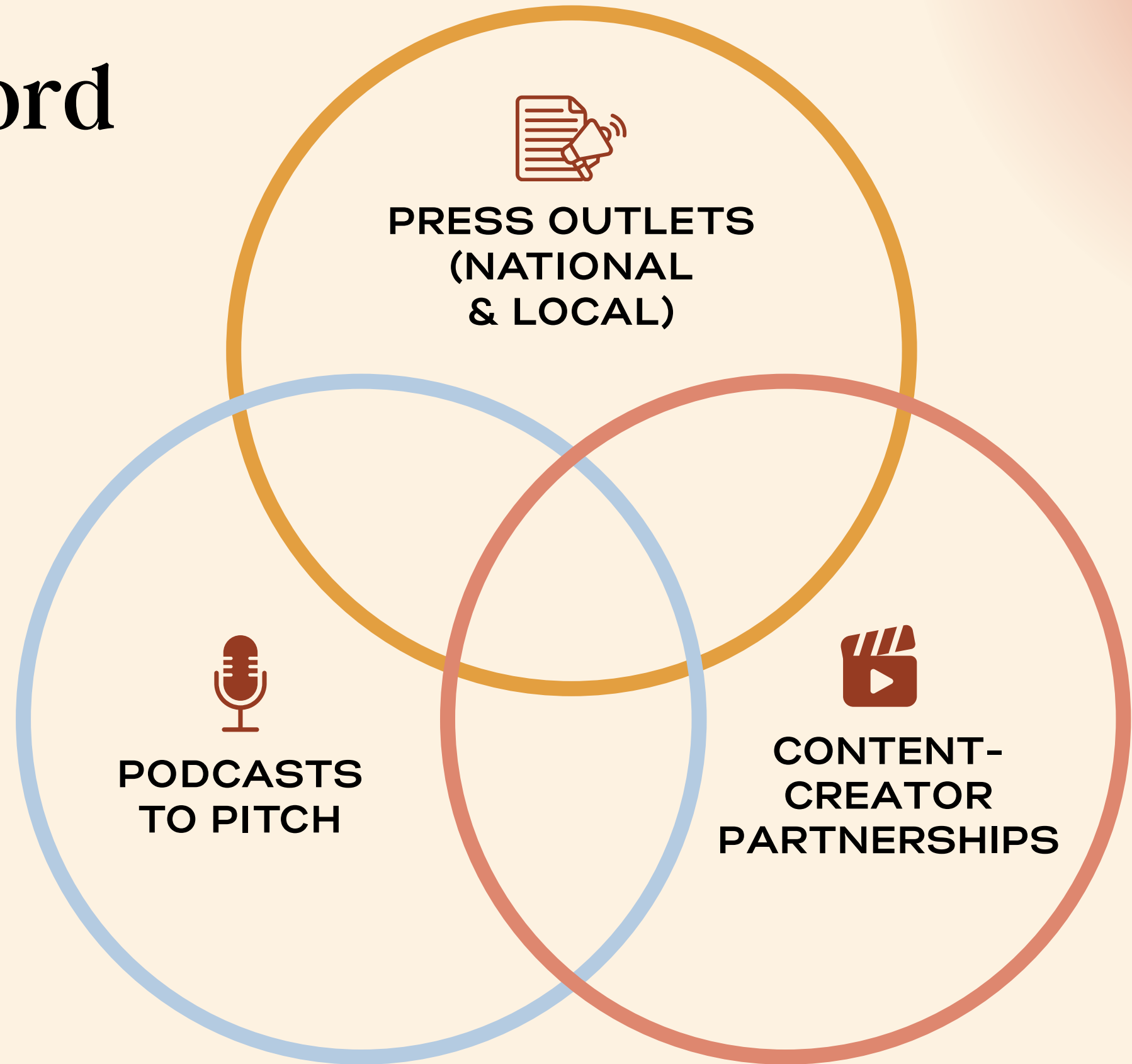
Let's rewrite the code. Join Bits of Change to help teach and inspire youth to explore a world of possibilities—and create a brighter future for all.

[Join Bits of Change →](#)





# Spreading The Word



## EXAMPLE: PICNIC PROJECT



### PRESS OUTLETS (NATIONAL & LOCAL)

Bon Appétit (Food, Culture & Community Impact)

Food & Wine (Chefs & Restaurants Giving Back)

Sanford Herald (Local Stories & Nonprofit Spotlights)

### PODCASTS TO PITCH

The Sporkful (Food stories with social impact)

Smart Mouth Podcast (the stories behind what we eat)

Gastropod (The intersection of food, history, & science)

### CONTENT-CREATOR PARTNERSHIPS

Andrew Zimmern (@chefaz)  
Chef & food justice advocate

Sanford365 (@sanford365)  
Comm. events & foodie culture

Orlando Foodie Girl  
(@orlandofoodiegirl)  
Food & restaurant scene



# Step 4: Make the Ask

TENTPOLE + EVERGREEN MOMENTS



**Email  
Marketing,  
Campaigns**



**SMS,  
Paid ads**





**Events**

**Tim Tebow Foundation**  
Sponsored  
Library ID: 1349736919052428

When you become a member of The Movement community, you become the backbone of the mission, and provide fuel for sustainable life-change through Faith, Hope and Love.

Will you join the community of 6,000+ members of The Movement and help provide the fuel needed so that we may run urgently towards the Most Vulnerable People in crisis and chaos?...

COMMUNITY.TIMTEBOWFOUNDATION.ORG  
NOT AFFILIATED WITH META  
Join The Movement: Add impact to you life [Donate now](#)

Dana,

You've seen the headlines.

With rising temperatures, extreme weather events, and threats to biodiversity, **the time to RISE is now.**

You believe in what we do - to create a safe, just and healthy environment for all.

And it's possible, *with your help.*

Imagine what \$1 a day could do:

- **Mobilize climate voters in Florida.** In 2023 alone, we reached more than 18,000 Floridians and hosted 40+ advocacy events. We'll continue to educate, unite, and engage concerned citizens.
- **Scale the youth movement.** Younger generations will be most impacted by the climate crisis. genCLEO programming educates and empowers youth to become advocates for the environment.
- **Help urge corporations and decision-makers to act.** Electing the right candidate matters. We'll fight for concerned citizens to have a say in policies and help bring vital federal funding to Florida.

RISE WITH CLEO

**Celebrate Earth Week by joining our RISE community** - a passionate group committed to creating a safer, greener future for all – every single day!

Join us in the fight for a better world.

With gratitude,

## Missions to Movements

Ep. # 37: How To Maintain a 98% Monthly Donor Retention Rate with Chive Charities' Erika Carley



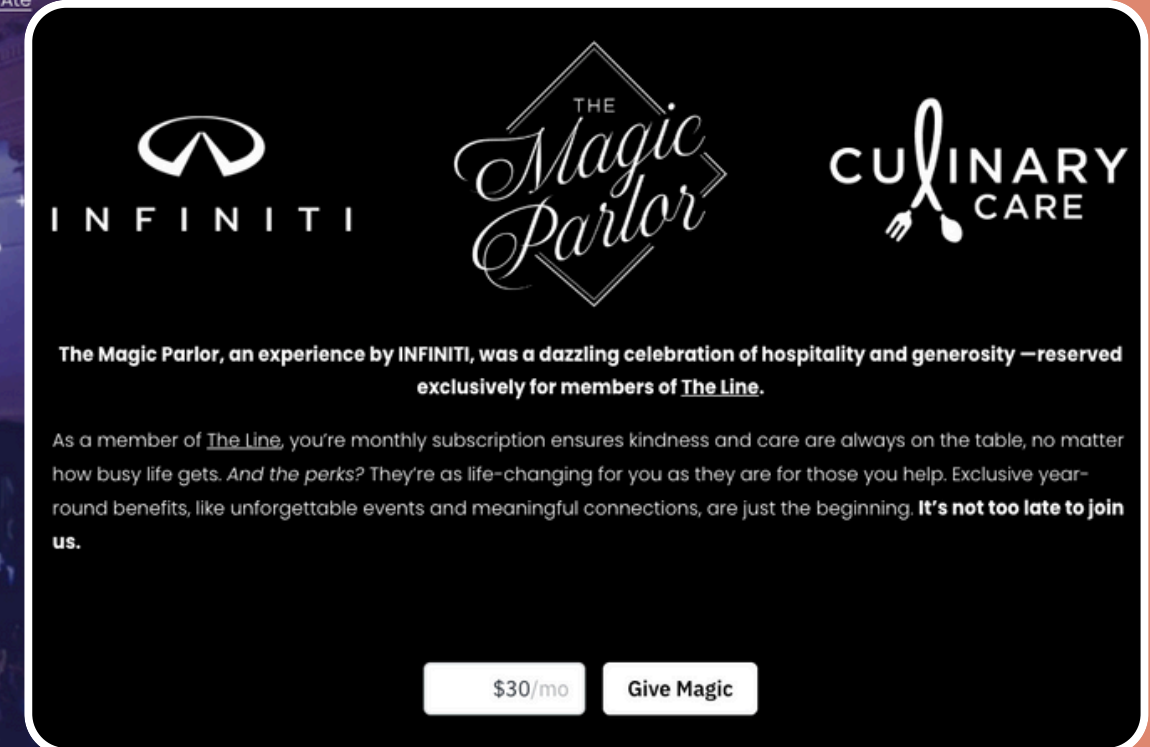
QUA+ION  
SOCIAL STRATEGY

# Story: Culinary Care

**60 monthly donors in ONE night**

LIVE fund a need normally \$100 ask, they asked to give monthly, **launched Magic Parlor**

SOFT LAUNCH IN 2021:  
**Now \$6,800/month, 230 total monthly donors, 60 came from Gala**





# *Mastermind* Moment

**“We just show up for this. The donors do it. And then they invite folks and we invite people in our donors list as well. It is literally a donor thing that they organize.”**

– KEBO DREW  
QUEER WOMEN OF COLOR MEDIA ARTS PROJECT

**QWOCMAP**





# Step 5: Share Constant Joy & Gratitude

## RETENTION PLAN



A STRATEGIC PLAN TO INSPIRE JOY EVERY TIME THE MONTHLY TRANSACTION HITS THEIR ACCOUNT



RESPONSIVE EXPERIENCE + AUTOMATE WHERE YOU CAN



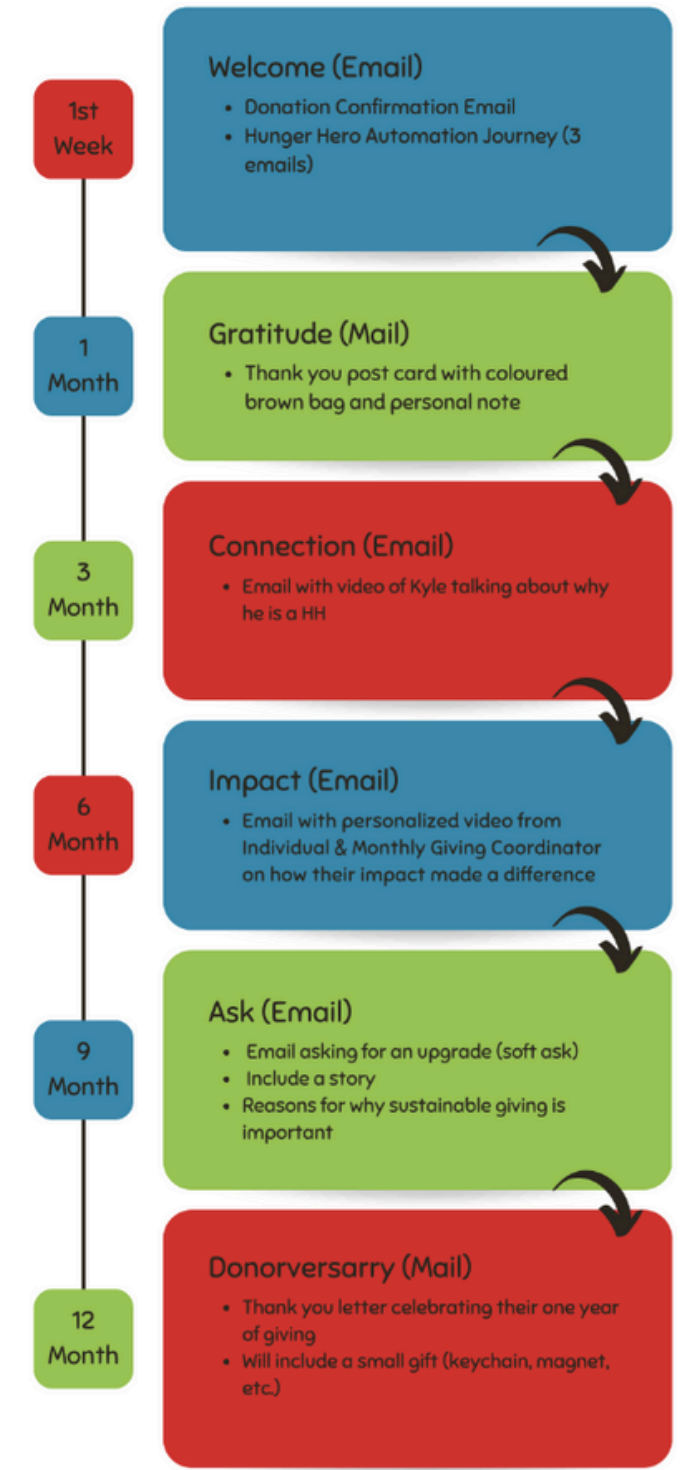
LettrLabs



Emails



Snail mail



Throughout the Year →

- 4 Newsletters
- The Slice every month
- Holiday something
- Cumulative Tax Receipt in January
- Annual Report
- Board Thank You Call
- Monthly Behind the Scenes Personal Video

# Case Study

- FROM 2.8% TO 1.4% CHURN RATE  
= RETENTION RATE OF 98.6%
- CANCELLATIONS CUT FROM  
395 TO 54, 86%!



Missions to Movements  
2,592 subscribers ✓ Subscribed

**VIP INTENSIVE CASE STUDY:**  
How a 1.5-Day Intensive Transformed a Charity's Monthly Donor Program, Reduced Cancellations by 86% & Cut Churn Rate by 50%

EQUA+ION

**How a 1.5-Day Intensive Transformed a Charity's Monthly Donor Program, Reduced Cancellations by 86% & Cut Churn Rate by 50%**

 Dana Snyder  
Speaker, Author, and Host of Missions to Movements, I help nonprofits build thriving monthly giving programs and guid...

March 25, 2025

It started with a simple question: "How do we make our donors feel truly valued?"

Not just feel the kind of joy that comes from making a donation, but the *deep satisfaction* of knowing your monthly gift is creating lasting change.

# Self-Audit

- Does the current structure of your program align with the intent of your mission?

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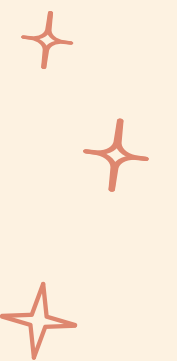
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- Does your copy call IN the believers?
- Is it EASY and clear on how to give?
- Do you have a strategy on making the ASK + providing constant Joy & Gratitude?



Do we, as nonprofits,  
have the **HABIT** of  
asking in this way?



BECAUSE THE REALITY IS THIS:

We first need to **BUILD THE HABIT**  
of asking for a recurring gift.

# TWO KEY COMMITMENTS

1

Implementation  
starts now.

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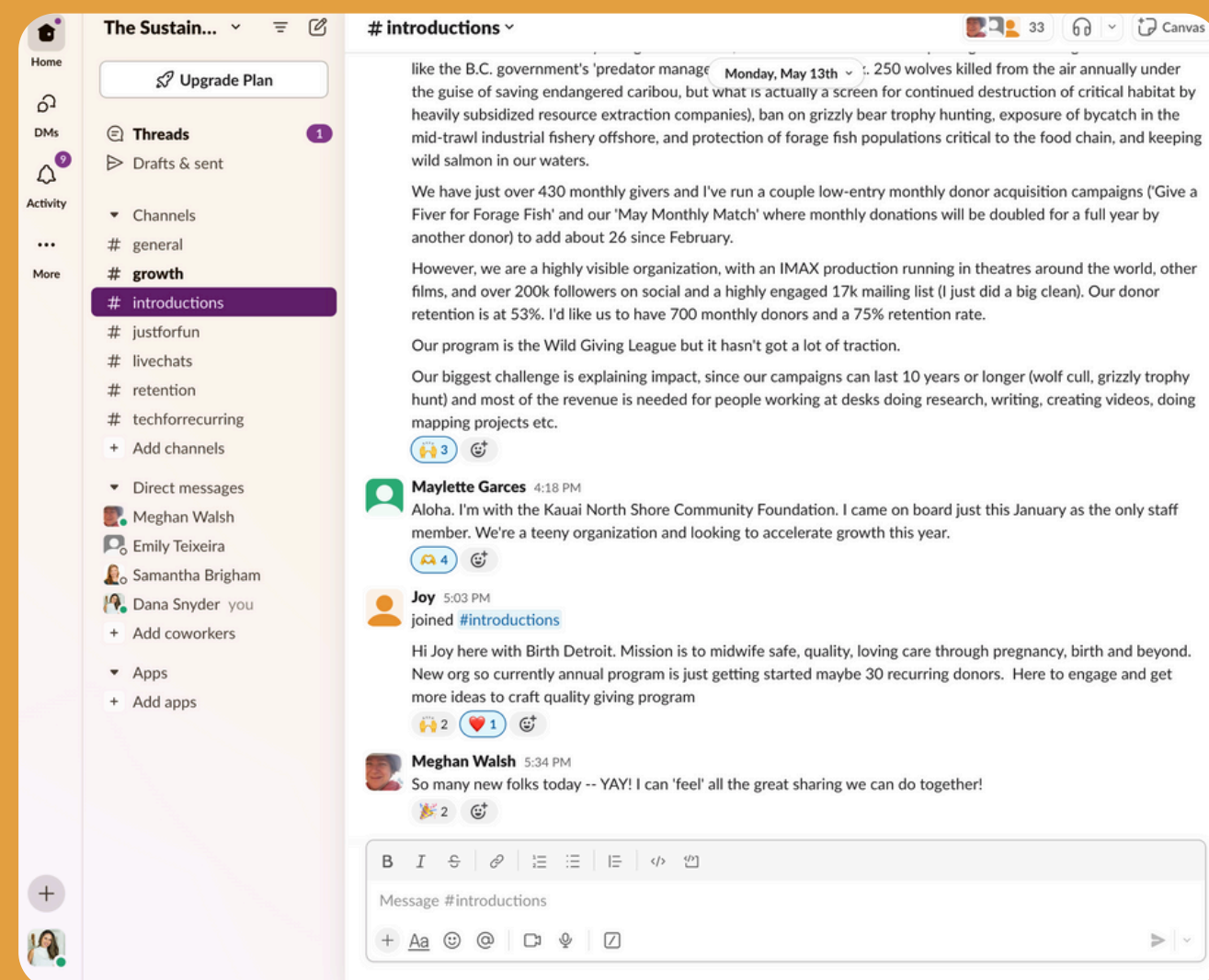
Implementation  
starts now.

2

We must do this  
together as a  
community.

# The Sustainers

A Slack community for nonprofits with monthly giving programs



# Join Today!

**1st month is FREE, \$9.99/month  
OR \$79.99 annual (Code: ENGINE)**



What's **ONE WAY** you can start asking in a recurring-first way?

Who's **ONE PERSON** you can  
connect with today to collaborate?

Let's build the future of  
philanthropy **TOGETHER** .

YOU'RE  
INVITED TO  
JOIN THE

Monthly Giving   
*Mastermind*

YOUR ORGANIZATION'S STORY IS STILL BEING WRITTEN.

What you **CHOOSE TO DO NEXT** could be  
the chapter that changes everything.