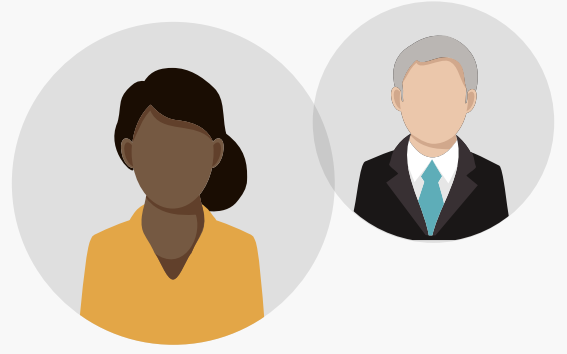


How to Convince Your Boss to Focus on Monthly Donors

Donors young and old are interested and willing to give monthly. You allow the donor to make a difference in a way that's convenient and affordable for them.



2-5x

Monthly donors give more money. Typically they give two to five times more. And it is unrestricted.

It is not expensive to get started with monthly giving. You already have the tools in-house with your payment processor, donor base and email program.



Monthly donors will continue to make extra gifts if asked and can be upgraded at least once a year.

Monthly donors will provide the funds you can count on, month after month. You can plan your cash flow better and you'll know funds will come in no matter what.

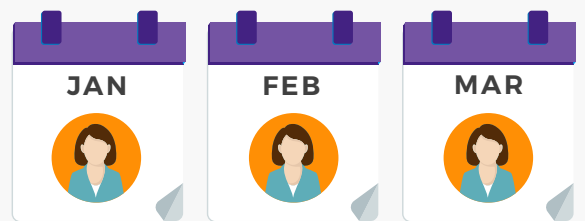


Monthly donors are six times more likely to leave you in their will.

6x

90%

Monthly donors retain at 90% or higher (compared to 45% otherwise)



Meet the Author

Erica Waasdorp, President of A Direct Solution, lives and breathes direct response and fundraising and can be considered a Philanthropyholic. Building partnerships and trying to find the best solution for members and donors and thus clients' needs are what Erica does best. Her multi-lingual skills and

multi-cultural experience are of added value to those clients interested in raising money internationally and her experience in monthly giving has given her an edge for those clients who are ready to embark on this way of giving.

