

GUIDE TO REGULAR DONORS

WHAT ARE REGULAR DONORS?

These are individuals that financially support the cause on a regular basis, typically through an automated monthly direct debit donation.

WHY REGULAR DONORS?

A reliable, steady monthly income allows charities to plan better and soon adds up. These are long-term supporters that have a strong relationship with the organisation and are ambassadors for the work.

WHO ARE REGULAR DONORS?

Those who set up direct debit donations are very likely to have supported the cause previously. Guide one-off donors, fundraisers, volunteers, beneficiaries and staff to take the next step and support with a regular gift.

1 DIRECT DEBIT SIZES



The minimum monthly gift is typically £2 and it is important to claim Gift Aid on all eligible donations. Many charities run a membership scheme that involves tiered giving. Different gift sizes equate to different benefits and levels of communication.

2 DIRECT DEBIT REWARDS



Benefits sometimes offered in return for monthly support include an annual event, behind the scenes experiences and newsletters. Charities should invest time in building relationships with high level donors and potential donors.

3 TANGIBLE OUTCOMES



Increase trust by making it clear what monthly donations will enable to happen. This could be helping a precise number of people or generally going towards a particular service.

4 HOW TO ASK



Plan relevant and personalised messages. Connect on an emotional level, evidencing impact with case studies and testimonies. Translate other regular payments to direct debit amounts, such as annual friends memberships or weekly SUBS. Encourage contributions from those accessing free help.

5 WHAT TO ASK



Highlight feasibility, such as £10 a month is just a coffee a week. Emphasise that monthly support is the lifeblood that protects against turning anyone away and helps prepare for the next opportunity. Guide existing supporters to the next level of involvement and ask them to promote the 'ask'. Tailor thank yous, share ambitions and highlight the long-term impact, as these donors are investing in the charity's future.