

# Guide to regular donors

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## What are regular donors?



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

## Why regular donors?

They provide a reliable, steady monthly income that allows charities to plan better, and they can soon add up to meaningful sums of money.

## Who are regular donors?

These are long-term supporters that have a strong relationship with the organisation and are often ambassadors for the work.

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

### Tip

If you can, find out people's reasons for donating – do they have a personal connection, is it because you are local to them for example. The more you know why they donate, the better you can tailor future communication to appeal to their interest.

## Direct debit sizes

A suggested minimum monthly gift is £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. However, the more complex the membership scheme the more administration it will require.

## Direct debit rewards

Benefits sometimes offered in return for monthly support include an annual event, behind the scenes experiences and newsletters. Benefits can have implications on Gift Aid (See Information Sheet Introduction to Gift Aid). Charities should invest time in building relationships with high-level donors and potential donors to increase likelihood of them making regular payments.

## Tangible outcomes

You can 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. Ensure the donation is proportional to the change that will happen.

## How to ask



Plan relevant and personalised messages. Connect on an emotional level (but avoid making people feel guilty), evidencing impact with case studies and testimonies. Translate other regular payments to direct debit amounts, such as annual friends' memberships or weekly subscriptions. Encourage contributions from those accessing free help. You can also say how gift aid will add value to any donation that is made.

## What to ask

Highlight the feasibility of a donation, 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 the 'thank you', share ambitions and highlight the long-term impact, as these donors are investing in the charity's future.

## Keep them informed

Finally, ensure you keep your donors informed. Remember to remind them how important their support is, share updates on projects and developments and how your work is making an impact on people's lives.

People donate because they like what you are doing; so it is important to continue to provide them with this information to keep their support in the future.

## Resources

### Local giving

[www.localgiving.org](http://www.localgiving.org)

### Guide to fundraisers

<https://knowledgehub.cymru/resources/guide-to-fundraisers/>

### Guide to crowdfunding appeals

<https://knowledgehub.cymru/resources/guide-to-crowdfunding-appeals/>

### AI and fundraising (Template)

<https://knowledgehub.cymru/resources/ai-fundraising-template/>