

Monthly Giving Launch Playbook

The 8-week blueprint to build predictable recurring revenue

\$1,200

Average annual value of a monthly donor vs. \$150 for a single-gift donor

90%+

Year-over-year retention rate for monthly donors vs. 45% for single-gift

Why Monthly Giving Changes Everything

Monthly giving isn't a program. It's an infrastructure decision. Organizations with a mature monthly giving program have higher retention, more predictable cash flow, higher donor lifetime value, and lower cost-to-raise. This playbook gives you the 8-week implementation plan.

Week 1-2: Foundation

- Choose your platform (embedded on your site, not a third-party redirect)
- Set up recurring gift processing with your payment processor
- Create a dedicated landing page with 3 suggested amounts (\$25, \$50, \$100)
- Name your program (something that signals belonging, not just 'monthly giving')
- Build your value proposition: what does \$25/month accomplish?

Week 3-4: Content & Creative

- Write a 3-email launch sequence: announce, explain impact, final push
- Create social media assets (3-5 posts explaining the program)
- Build a thank-you page that reinforces the decision (not just a receipt)
- Write a welcome email series for new monthly donors (3 emails over 30 days)
- Prepare a direct mail piece for your top 200 annual donors

Week 5-6: Launch

- Email blast to full file: lead with impact, not mechanics
- Social media push: one post per day for 5 days
- Personal outreach to top 50 annual donors: phone calls, not emails
- Board members each commit to recruiting 3 monthly donors
- Website homepage banner promoting the program

Week 7-8: Optimize

- Review conversion rates by channel (email, social, direct, phone)
- A/B test landing page (amount anchoring, imagery, copy)
- Set up automated failed payment recovery (dunning sequence)
- Create monthly impact report template for ongoing stewardship
- Build a 12-month growth projection based on launch results

Monthly Giving Revenue Model

Use this template to project your monthly giving revenue.

Metric	Month 1	Month 3	Month 6	Month 12
New monthly donors				
Avg monthly gift				
Cumulative donors				
Monthly revenue				
Annual run rate				
Churn rate				
Net new/month				

Need help launching your monthly giving program?

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