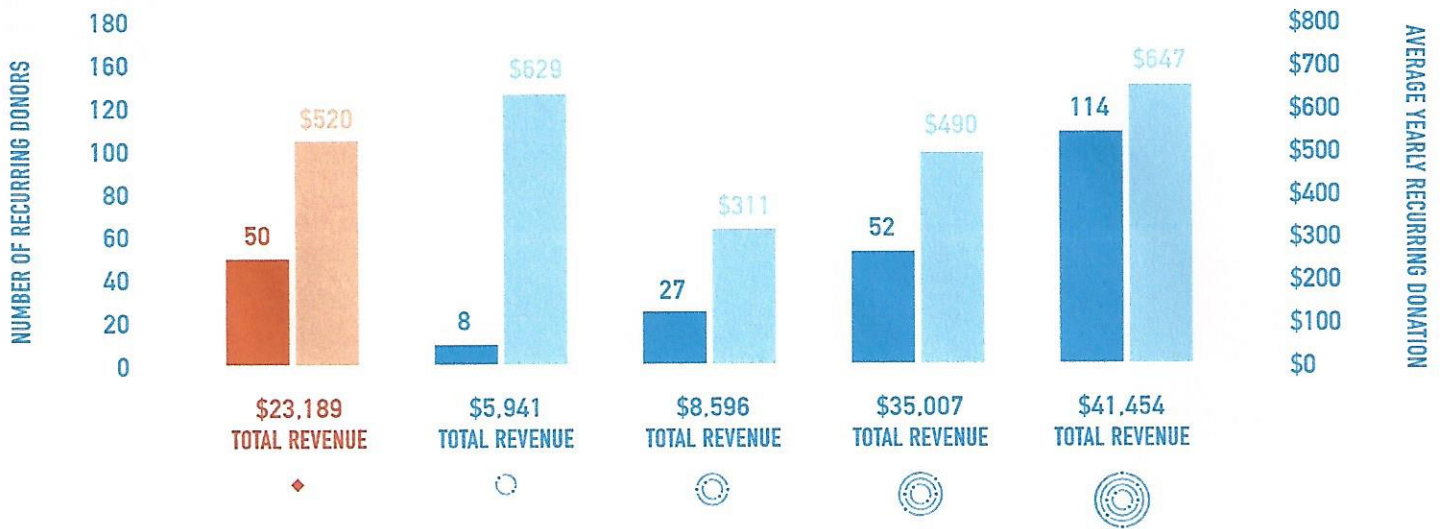


# RECURRING DONORS

What could our recurring donor program look like?



By now, most organizations have developed a recurring donor program with options to give monthly or even quarterly. On average, organizations have 50 donors giving an average total of \$520 over the course of the year – about 20% higher than the overall average gift.



Percentage of Individual Donor Revenue from Recurring Donors

vs.

Percentage of Individual Donors Giving Recurring Gifts

