

*The*  
**NONPROFIT  
RECURRING GIVING  
BENCHMARK  
STUDY** **2025**

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# *Introduction*

## Executive Summary

Recurring giving isn't just a tactic; it's a strategy for deeper donor relationships and a way to unlock predictable growth. Are you making it simple for donors?

Our research reveals a major gap between potential and practice:

- **Nearly 1 in 10 nonprofits can't accept a recurring gift online.**
- **Only 25% provide a monthly giving option on their homepage.**

The research is clear: recurring donors give more, stay longer, and create financial stability for your mission. This study benchmarks the current state of recurring giving, highlights what top-performing organizations are doing differently, and provides actionable recommendations to help you close the gap.

Throughout this study, we observed what tactics organizations use to acquire recurring donors, how they cultivate recurring donors, and what efforts organizations make to convert single-gift donors into recurring donors. As always, at NextAfter, we believe in the power of experimentation, and apply our relentless curiosity to seeking new insights that help our clients and partners decode generosity.

If recurring giving is essential to your future growth, where does your organization stand today?

We hope this study helps you and your team take the next steps toward growth, and we're always curious about how we can help you continue to grow and succeed!

### Ben, Michelle, and the NextAfter Team



## Key Learnings from Analyzing The Recurring Donor Experience

**Key Finding #1** Nearly 1 in 10 organizations is losing the opportunity to obtain an online recurring donation.

**Key Finding #2** 58% of organizations do not have any copy explaining why one should become a recurring donor on their donation page.

**Key Finding #3** 38% of organizations do not display a security indication near the credit card payment section on their donation forms.

**Key Finding #4** 1 in 4 organizations actively request an increase in monthly donation amount in the first 90 days.

**Key Finding #5** Single-gift donors are 1.5x more likely to receive an appeal asking for another single-gift donation than to be asked to become monthly donors within the first 30 days of engagement.

## Research Methodology

For this study, we created two donor personas to understand more of the experience of becoming a recurring (monthly) donor. One person donated \$20, and later upgraded to a \$20 monthly donor after one month. The other person's initial gift was a \$20 recurring donation. The total data set was 138 organizations, but neither persona could donate to all 138 organizations.



**PERSONA ONE**

Single Gift size \$20

Upgrade 1 month post single gift  
to a \$20 monthly donor



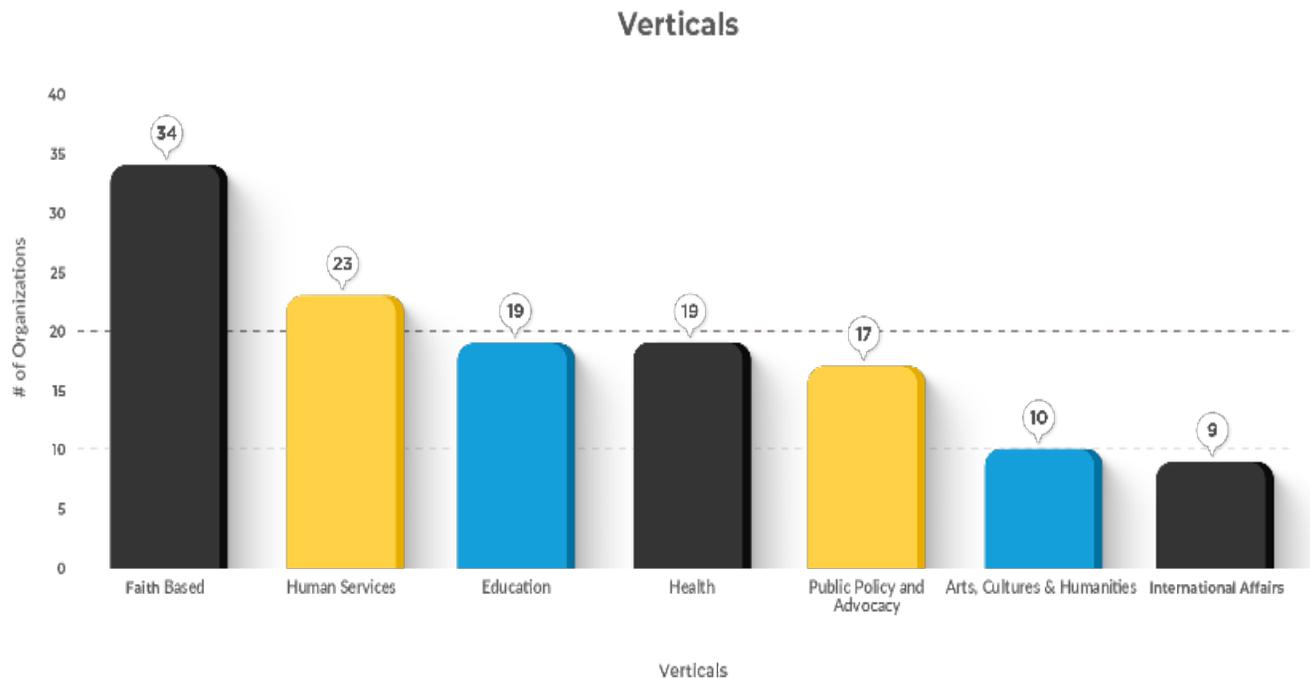
**PERSONA TWO**

Monthly donor

Gift size of \$20

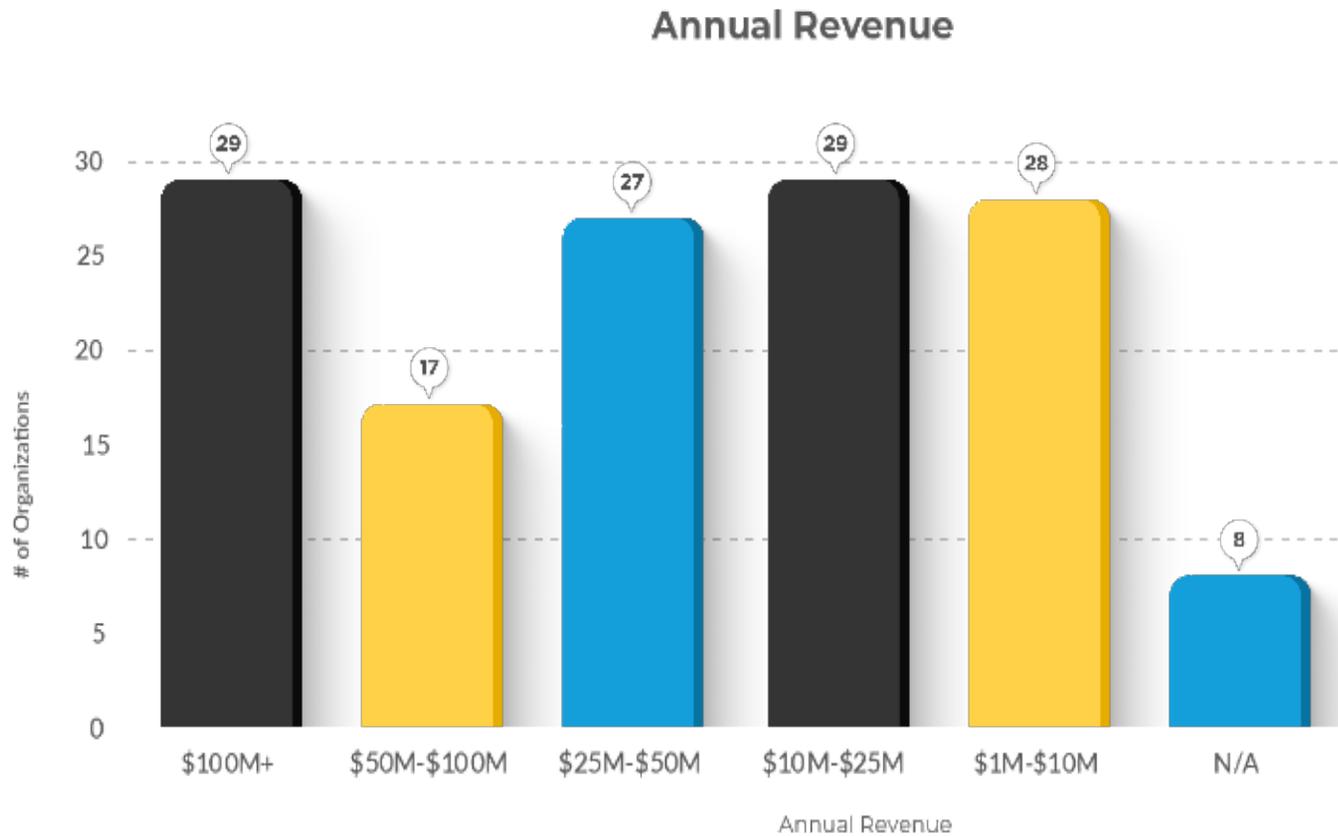
## Who's in the Study?

The 138 organizations included in this the research span across a variety of verticals that roughly represent the vertical breakdown of organizations across the nonprofit sector. This span across 8 verticals.



## Who's in the Study?

The size of the 138 organizations was limited to those with \$1 million or greater in annual donations. This was intentionally done to isolate organizations with a large enough volume of donors that would most accurately represent industry-wide retention rates.



How was the  
*Donation Experience?*

## Donation Pathway Experience

Donating was challenging when we began making recurring gifts to some organizations. Our single gift donor made a \$20 gift to 95% of the organizations, but this decreased when upgrading to a monthly donor. The persona that became the monthly donor at the start of the research could not donate to 7% of the organizations. **Therefore, nearly 1 in 10 organizations is losing the opportunity to obtain an online recurring donation.**



**Nearly  
1 in 10  
organizations  
is losing the  
opportunity to  
obtain a recurring  
gift online.**

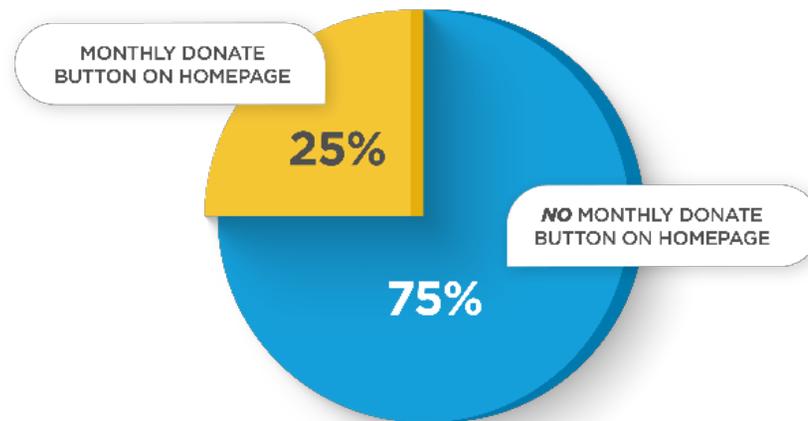
## Donation Pathway Experience

Our first objective was to analyze how accessible the donation page is. This began with locating the donate button. We noted whether the donate button stands out on the homepage. The donate button was visible for most organizations and had a contrasting color at the top of the page. Still, for 21% of organizations, the donate button did not stand out from the other competing calls to action on the homepage.

While we collectively worked to locate the donate button with the intent to make a gift, other donors may view this as friction and abandon the process altogether. We examined how much effort organizations make to drive monthly donations and site visitors to the donation page.

**Nearly 25% of organizations have a call to action for making a recurring donation on the homepage.** A separate button encouraging donors to donate monthly before landing on the donation form can increase conversions. This gives donors more context and autonomy in supporting your organization.

### Included a Monthly Giving Option on Homepage



## Adding a Monthly Donate Button Improves Giving

EXPERIMENT: 105141

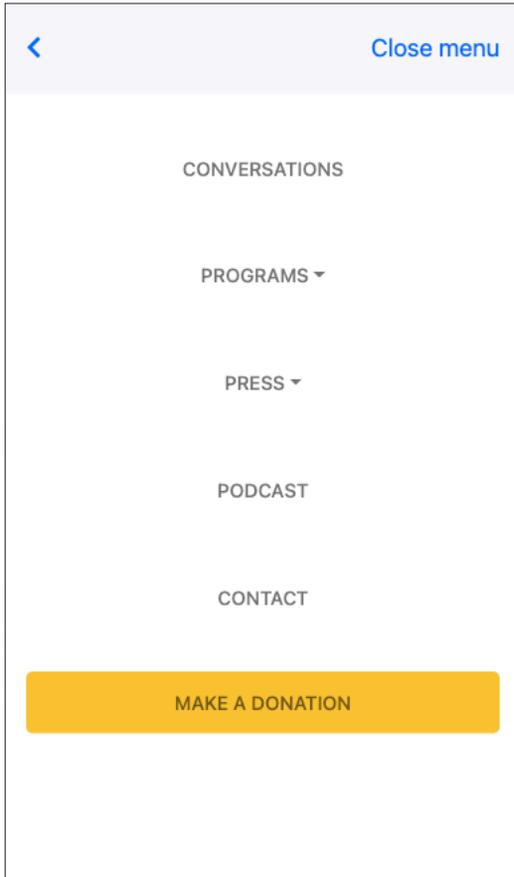
To increase recurring donation rates for a public policy client, we wanted to know how adding a “give monthly” button to the main navigation menu would impact these rates. We hypothesized that increasing the visibility of this donation option would encourage more site visitors to give recurring gifts.

On desktop, this treatment appeared at the top of the page, in line with the navigation menu items. The Give Monthly button was placed at the bottom of a burger menu on mobile, directly under the pre-existing donation button.

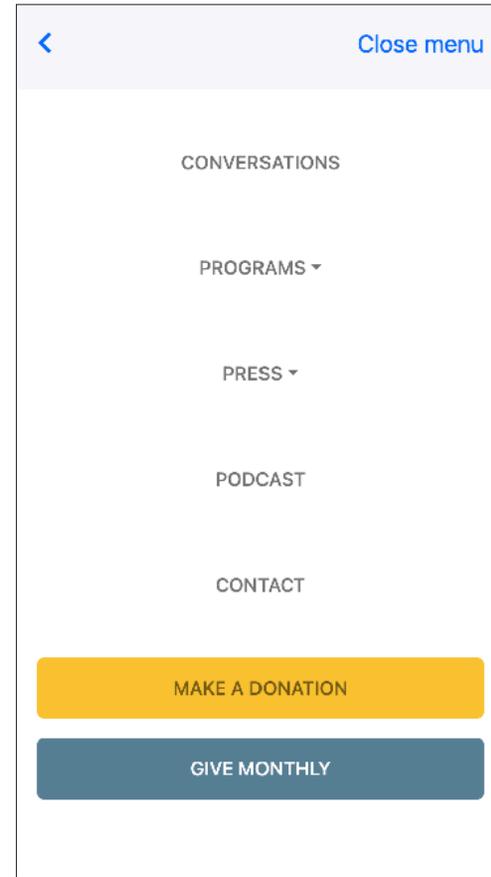
After running an A/B test of these two homepages, we saw a

**144%**  
**increase**  
**in donations.**

## Control



## Treatment



## Donation Pathway Experience

Callouts and animations on the donation form are great ways to draw attention and guide the donors' attention toward the recurring donation option. Instead of letting the button blend in, these subtle design cues act like a spotlight, reminding donors of the ongoing support drive and lasting impact. **We found that 11% of organizations had a callout or a small blurb near the recurring button, and 20% had an animation or emoji on the recurring donate button.**

**Another 20% took it further by adding movement—using an animation, subtle highlight, or emoji to make the recurring option stand out.** Minor design tweaks can create gentle visual nudges, making donors more likely to pause, consider, and take action.

## Adding a Monthly Callout Improves Giving

EXPERIMENT: 196963

For this experiment, we wanted to add a monthly callout with an animated heart to see how it would affect donations on the tribute donation page. The way this experiment works is when a user lands on the donation page, they would see an animated heart on the monthly tab, and when they click on the monthly tab, a callout would pop up with reinforcement language.

Adding a monthly callout with an animated heart for tribute donation page visitors will increase donations because the callout uses reinforcement language to reaffirm why they would donate.

After running an A/B test of these two donation pages, we saw a

**14%**  
**increase**  
**in donations.**

## Control

1. Choose your donation amount

One-Time Gift Monthly

\$50 \$100 \$250 Other \$0.00  
(minimum \$10.00)

2. Write a message of support

What would you like your tribute message to say (optional)?

How would you like to sign your message?

## Treatment

1. Choose your donation amount

One-Time Gift Monthly 

\$50 \$100 \$250 Other \$0.00  
(minimum \$10.00)

2. Write a message of support

1. Choose your donation amount

You've just upgraded your impact! Now, for just \$20 a month, you'll keep this platform private and ad-free for families year-round.

One-Time Gift Monthly

\$10 \$20 \$50 Other   
(minimum \$10.00)

2. Write a message of support

What would you like your tribute message to say (optional)?

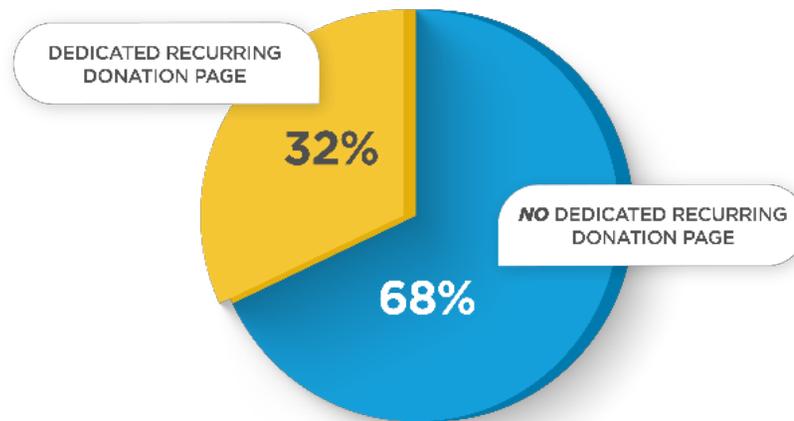
## Donation Pathway Experience

Dedicated Recurring Pages Are Not Universal: **Only about a third of organizations have a specific page focused on recurring donations.** This finding suggests significant room for growth in creating targeted experiences for recurring donors.

Among organizations with a dedicated recurring donation page, nearly all (93%) make monthly giving the default option. This indicates a strategic preference for securing ongoing support rather than one-time gifts. Less than half of organizations (41%) default to monthly giving on their primary donation page. This highlights a gap between best practices on dedicated recurring pages and the broader approach to main donation pages.

Since only 32% of organizations have a dedicated recurring donation page, there is a substantial opportunity for more organizations to adopt this approach and increase recurring donor conversion.

### Included a Dedicated Recurring Donation Page



## Defaulting the Monthly Donate Button Improves Giving

### EXPERIMENT: 199098

This experiment was conducted as a split test on the instant donation page immediately following an offering. The test was live for one month, with 50% of traffic randomly assigned to each variation (control vs. treatment). The primary goal was determining whether defaulting the donation format to monthly giving (rather than one-time giving) would influence the recurring conversion rate.

This experiment is a classic behavioral nudge test. It leverages *default bias* by changing which giving tab a donor sees first.

We believe that defaulting to the monthly tab for potential donors will increase recurring conversion rates because it reduces friction by aligning with the donor's default behavior, subtly encourages sustained giving through visual anchoring, and reframes the donation as an ongoing commitment rather than a one-time gift.

After running  
an A/B test of  
these two donation pages, we  
saw a

**432%**  
**increase**  
**in transactions.**

## Control

**Make a One-Time Gift** [Make a Monthly Gift](#)

**Your Donation**

\$50 \$100 \$250

\$ Other Gift Amount

**Your Information**

First Name Last Name

Email Address

## Treatment

**Make a Monthly Gift** [Make a One-Time Gift](#)

**Your Monthly Donation**

\$10 \$15 \$30

\$ Other Gift Amount

**Your Information**

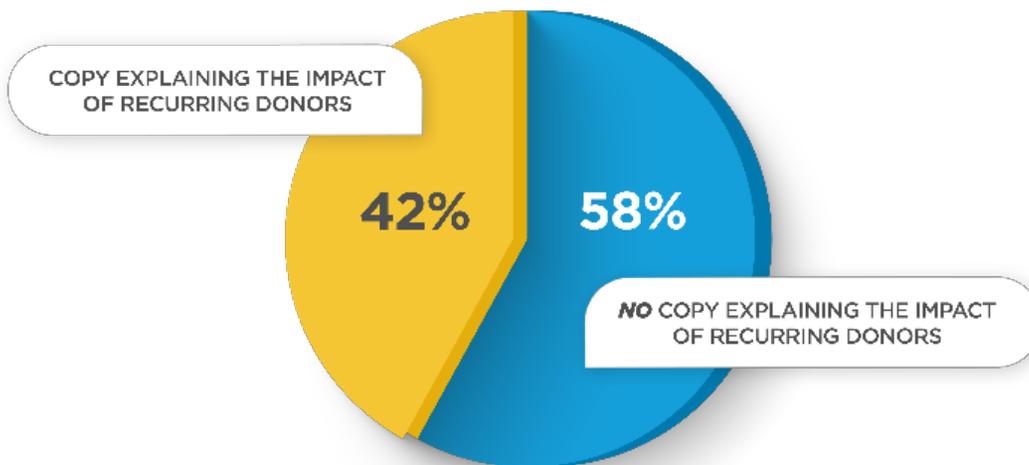
First Name Last Name

Email Address

## Donation Pathway Experience

**58% of organizations do not have any copy explaining why one should become a recurring donor**, which is critical; a few organizations do have some copy, and most position it as membership or partnership. Of the organizations that do have copy explaining why someone should become a monthly donor, only 12% unpack it as joining a membership, versus 24% of organizations sharing it as a partnership.

**Included Copy Explaining the Impact of Making a Recurring Donation**



While no evidence of a monthly giving program name will increase the likelihood of recurring donations, utilizing it has an added benefit. This study found that 23% of organizations have a branded monthly giving program. One of the benefits of naming your monthly giving program is expanding brand awareness for your organization. <sup>1</sup>Neon One shared helpful tips when choosing a name for a monthly giving. **1.** Make sure the name aligns with your donor base. **2.** Choose a memorable name. And three, make it well known to donors and site visitors.

<sup>1</sup> <https://neonone.com/resources/blog/monthly-giving-program-names>

**58%**

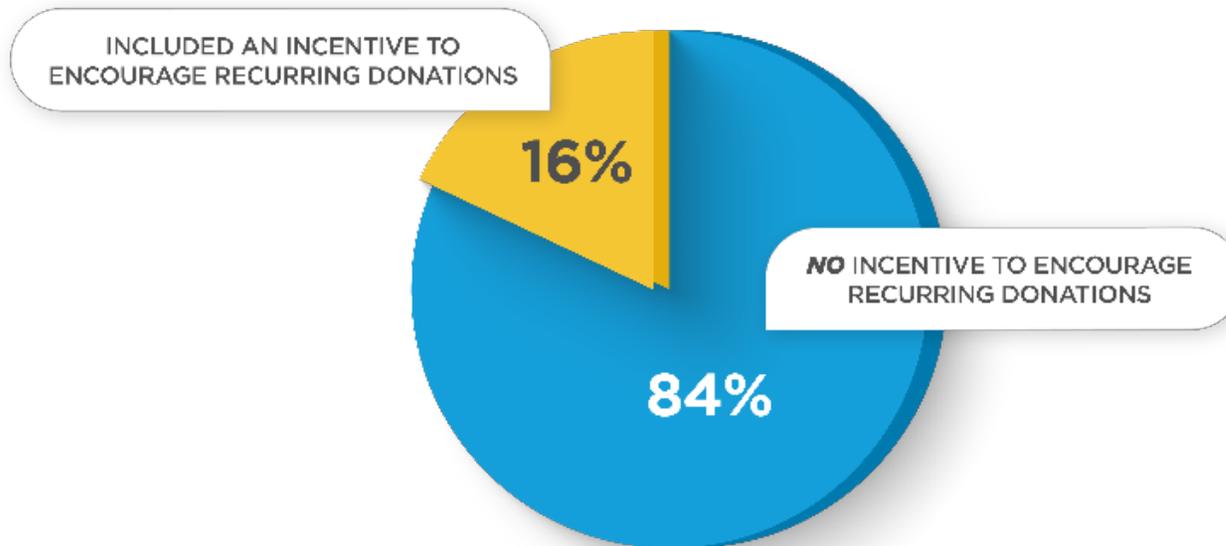
**of organizations do not have any copy explaining why someone should make a recurring donation.**

## Donation Pathway Experience

Organizations encourage donors to give by offering incentives like matching gifts or branded items for donating. For this study, we examined how many organizations use these incentives to motivate recurring donations. We found that only 16% included an incentive to encourage donors to set up a recurring donation.

This relatively low percentage suggests that incentives are underused to boost recurring giving, even though offering matches or gifts can be a powerful way to motivate donors.

### Included Incentives to Encourage Recurring Donations



## Donation Pathway Experience

During our experience as donors, we noticed that most organizations did not use social proof messaging to encourage people to become recurring donors.

**Only about 9% of organizations used social proof to help encourage donors to set up recurring donations.** The organizations we did see use social proof messaging incorporated as a *donor testimonial, a callout encouraging donors to be "1 of the 50" to donors needed, or even a thermometer.*

This is a missed chance because social proof is a powerful way to motivate donors. By showing them that many others are already giving, social proof makes them more likely to join. Using social proof builds trust and a sense of community, which can lead to more consistent and long-term support.

## Donation Pathway Experience

While most organizations use tabbed donation buttons for single gifts and recurring donations, it is worth noting that **36% of organizations do not use tabbed donation buttons.** One alternative we saw was check boxes. *These were typically located below the gift array and almost visibly mistaken for an unnecessary form field.*

<sup>2</sup>Double Donation uncovered that the average conversion rate for mobile donors is 8% and that the number of transactions completed increased by 50%. Nonetheless, using buttons that are not mobile-friendly can cause friction for donors and can result in missed opportunities to acquire new recurring donors.

<sup>2</sup><https://doublethedonation.com/nonprofit-fundraising-statistics/#:-:text=Online%20Fundraising%20Statistics,mobile%20devices%20increased%20by%2050%25.>

## Donation Pathway Experience

Most organizations use preselected or popular donation amount callouts to guide donor behavior. Specifically, 66% of donation pages feature these elements, making it a standard practice in nonprofit fundraising. **This practice is even more prevalent among organizations with a dedicated recurring donation page, with 71% utilizing preselected amounts or highlighting popular choices.**

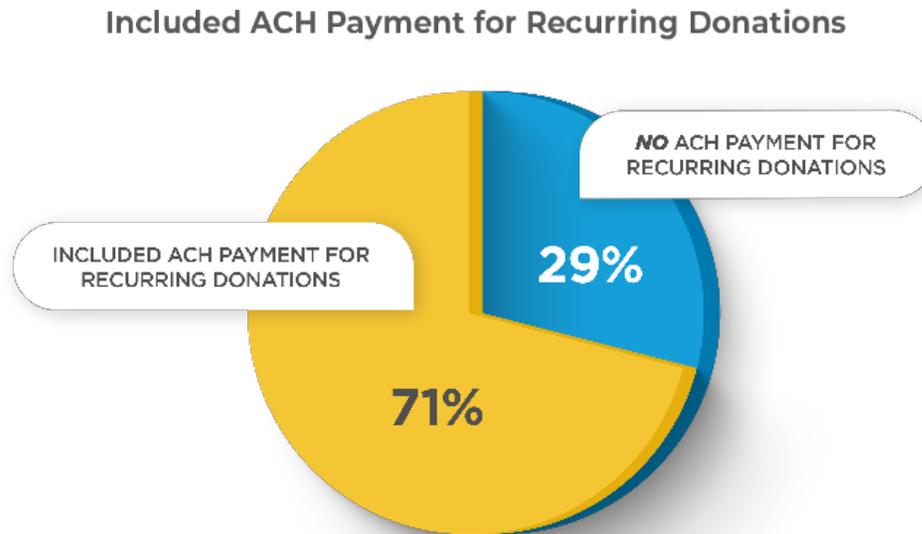
Very few organizations, however, add barriers to complete the donation. Only 3% of organizations require donors to create or log into an account to set up a recurring donation. This means that, for most organizations, donors can establish a recurring gift without the added step of friction, resulting in a more streamlined giving experience.

Interestingly, 9% of organizations utilize donation pages that function similarly to online shopping carts, even for recurring donations. This setup allows donors to select and “add” multiple donations to different funds or initiatives before completing the transaction. While this approach offers flexibility, it can also make the donation process feel more transactional and potentially more complex for those seeking a straightforward recurring gift.

## Donation Pathway Experience

When analyzing donation pages, we noticed some organizations do not utilize ACH on their donation page. **29% of organizations do not offer the option to make a recurring donation via ACH (bank transfer).**

Nearly a third of organizations miss out on giving donors a low-cost, convenient payment method. These gaps highlight opportunities for nonprofits to expand payment and scheduling options to improve the donor experience, increase retention, and potentially reduce costs.



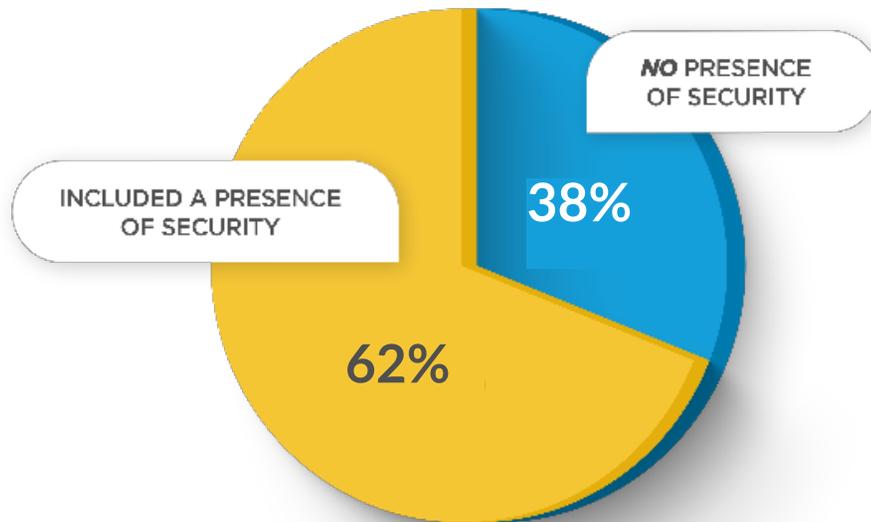
Also, it is noteworthy **that only 32% of organizations allow donors to choose the specific date** on which their monthly donation is withdrawn. This feature gives donors greater control and can help align giving with donors' budgets, potentially increasing satisfaction and ongoing commitment.

## Donation Pathway Experience

Donors want to know and be reassured of the safety of their donation. Therefore, clear security messaging is crucial.

Going through the donor experience, **we found 62% of organizations display a security indication** near the credit card payment section on their donation forms. This practice helps build trust and can reduce hesitation when giving. **Among organizations with a dedicated donation page specifically for recurring gifts, the presence of security messaging rises to 69%.** This finding suggests that organizations prioritizing recurring donations are even more likely to emphasize payment security.

### Included Secure Payment Indication

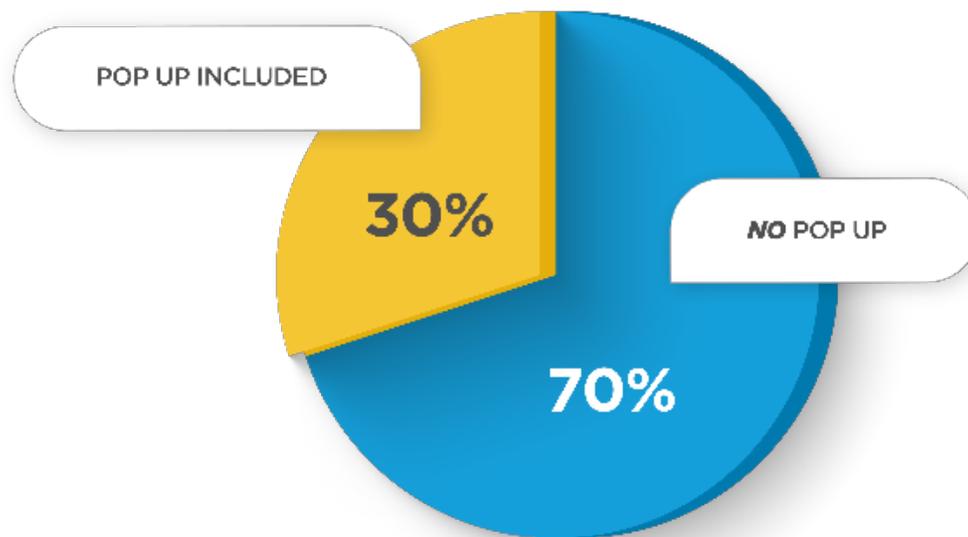


These figures highlight the growing recognition of security as a best practice in online fundraising, especially for organizations seeking to encourage ongoing support. By clearly communicating that payment information is secure, nonprofits can foster confidence and potentially increase one-time and recurring contributions.

## Donation Pathway Experience

While most organizations are happy to receive one-time gifts, many are taking extra steps to encourage recurring giving, even after a donor has selected an one-time donation. **30% of organizations use a pop-up prompt** at the moment you click “submit” on a one-time donation, inviting you to upgrade to a recurring gift. This real-time nudge can be a powerful motivator, catching donors just before they finalize their contribution and encouraging them to consider ongoing support.

### Included a Recurring Donation Pop-Up



Only 14% of organizations continue to ask for a recurring donation on the confirmation (thank you) page after completing a one-time gift. While less immediate, this approach keeps the idea of ongoing support top-of-mind for future giving opportunities. These strategies represent effective touchpoints for converting one-time donors into ongoing supporters, though there is still plenty of room for broader adoption.



# *Recurring Donor Experience*

## The Recurring Donor Experience

Over three months, we studied how these organizations communicated to their recurring customers and whether they were taking a multichannel approach. During this time, the persona received 1,567 emails, 147 pieces of direct mail, 13 text messages, and 18 voicemails. **While the majority of the communication was via email, 47% of the organizations sent direct mail, and 9% of organizations sent a text message.**



We analyzed the communication ratios for recurring campaigns to better understand how different channels were prioritized. For every piece of direct mail sent, approximately 11.1 emails were delivered (1,567 emails to 147 mailings). This ratio demonstrates a strong emphasis on email communication compared to other outreach channels within our recurring donor strategy.

## The Recurring Donor Experience

During the analysis, we aimed to see if organizations provide, at a minimum, a receipt or donation confirmation and a welcome or thank you email to donors who make recurring donations and single gifts. Of the 129 organizations we made recurring donations to, 120 sent an email receipt, and of those 120 organizations that emailed a receipt, only 81 followed up with a thank you message.

Notably, 111 organizations delivered their receipts instantly, demonstrating a strong emphasis on prompt acknowledgment. The remaining 14% of organizations either delayed or did not send a receipt. We classify an instant receipt as being received within a day of donating.

We observed similar trends with single gift donations. Of the 131 organizations we contributed to, 112 issued an email receipt, and 68 expressed their appreciation with a thank you and an email receipt.

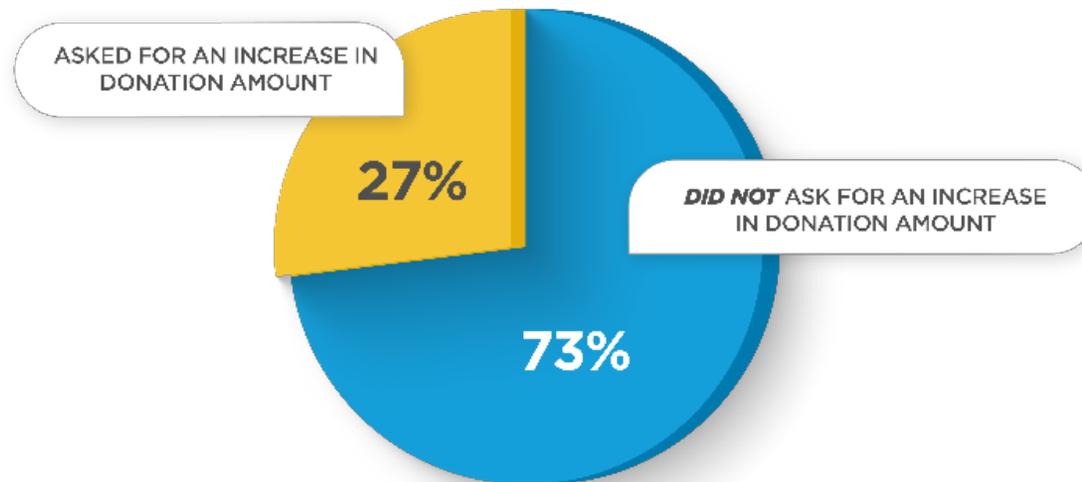
|                                   | # OF ORGANIZATIONS<br>(RECURRING DONOR) | # OF ORGANIZATIONS<br>(SINGLE GIFT DONOR) |
|-----------------------------------|---|---|
| EMAILED A RECEIPT                 | 120                                     | 112                                       |
| EMAILED A RECEIPT AND A THANK YOU | 81                                      | 68  |

## The Recurring Donor Experience

During our analysis of recurring donations across the 129 organizations we successfully donated to, we found that every **1 in 4 organizations actively requested an increase in our monthly donation amount in the first 90 days**. Interestingly, 42% of these organizations included donation pop-ups on their donation pages.

Additionally, 26 organizations requested a general monthly donation despite already receiving our ongoing support. This indicates that some organizations funnel their monthly and single gift donors through the same welcome series. 80 out of the 129 organizations sent our recurring donor persona email appeals during this period, highlighting that just over half are actively leveraging cultivation outreach to deepen donor relationships during the first 3 months.

**% of Organizations Asking for an Increase In Recurring Donation**



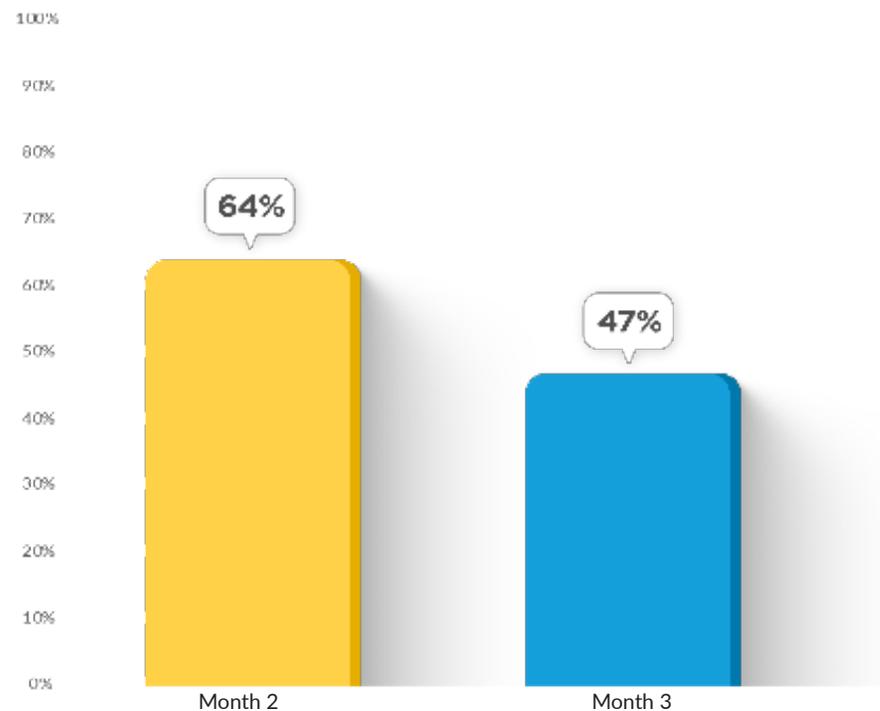
**1 in 4**  
**organizations**  
**request an increase**  
**in monthly**  
**donation amount.**

## The Recurring Donor Experience

Among the 129 organizations we made a recurring donation to, only 64% email receipts when gifts are processed during the second month of the recurring donation cycle. This number drops to 47% after the second month.

This data highlights a communication gap in recurring donation stewardship. Timely email receipts for each recurring gift are critical touchpoints that build trust and transparency with donors. Improving the frequency of these receipts could strengthen relationships and help reduce attrition in recurring giving programs.

### % of Organizations Emailing Receipts to Recurring Donors

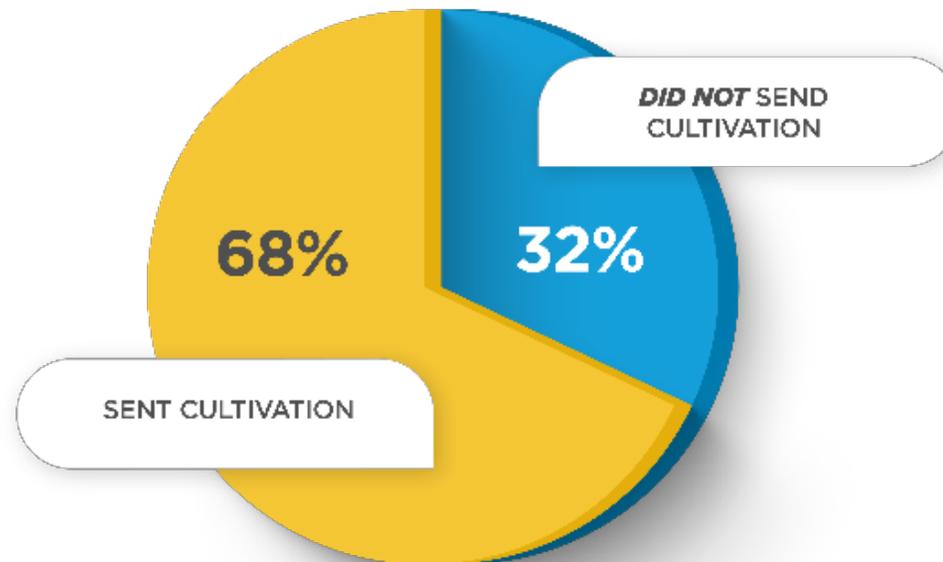


## The Recurring Donor Experience

During our observation period, 88 out of 129 organizations (approximately 68%) sent cultivation emails to the recurring donor. During this time, the consistent type of communication we received was informational-driven content compared to content prompting us to take an action. **80% of cultivation emails were overwhelmingly informational-driven content, such as a newsletter-style email, story of impact, or video.**

This finding may imply that organizations may assume recurring donors are already committed and instead may prefer updates. This approach could risk missing opportunities to keep recurring donors engaged and invested.

**% of Organizations Sending Cultivation Emails**

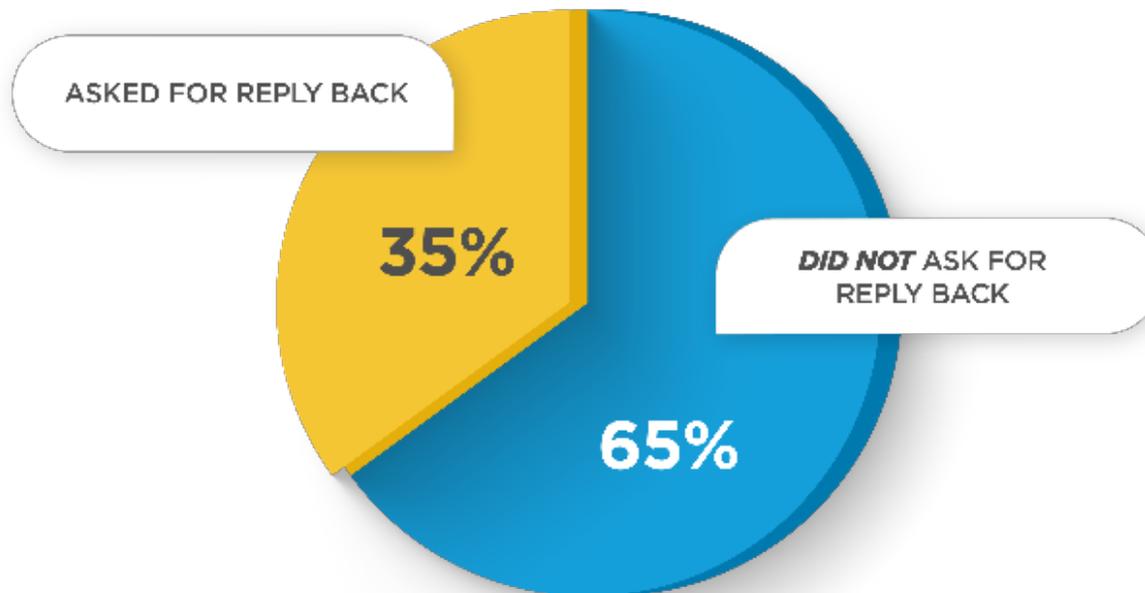


## The Recurring Donor Experience

In our analysis, we observed that among the 129 organizations that initially received a recurring donation, approximately **35% actively requested a reply to their emails**. This indicates that many of these organizations aim to foster two-way communication and deeper engagement with their ongoing supporters.

Demonstrating that one-third of nonprofit organizations actively invite two-way communication with their recurring donors. There is ample opportunity for more organizations across the industry to intentionally seek a reply to build donor trust *and* uncover donor motivations.

**% of Organizations Asking for a Reply Back**



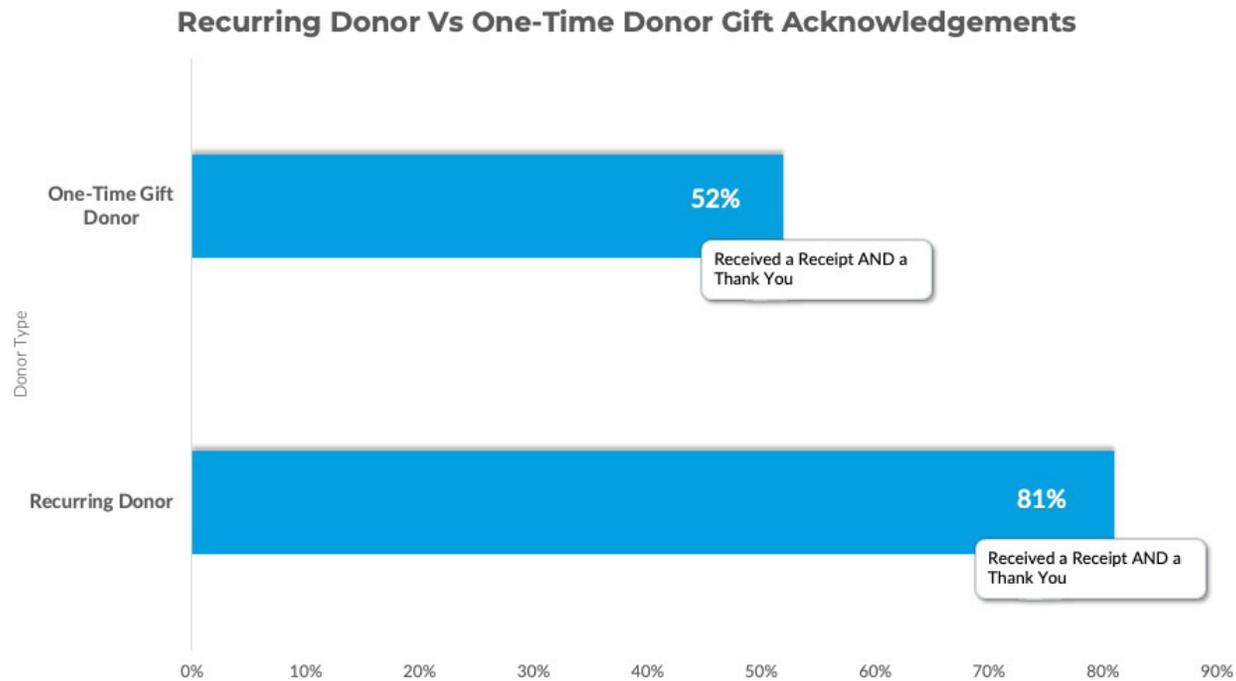


***Upgraded Donor Experience***

## Upgraded Donor Experience

During this study, we made a single gift donation to organizations to become a recurring donor after one month. We observed and analyzed the emails we received before upgrading to our gifts to uncover what steps organizations take to convert single gift donors into recurring donors.

We also studied whether organizations cover the necessary steps in a welcome series, such as a thank-you email and an emailed receipt. **Even though we were able to make more single gift donations, due to some organizations not having a recurring donation option, we shockingly received fewer gift acknowledgements than the recurring donor persona.**



## Upgraded Donor Experience

Among the organizations we supported with a single gift donation, 36% asked us to upgrade to a monthly gift. Additionally, more than half requested an additional single gift appeal.

**This means you are roughly 1.5x more likely to receive an appeal asking for another single gift donation than to be asked to become a monthly donor within the first 30 days of engagement.**

While this observation window is not large, it shows that organizations have a significant opportunity to convert donors to recurring donors within the first 60 to 90 days of onboarding.



**1.5x**

**more likely to be asked for an additional single gift  
than asked to become a monthly donor.**

## Upgraded Donor Experience

After converting our gift to a recurring donation, we observed that only 80% of organizations emailed a gift acknowledgement (a receipt or a thank you with a receipt included) after we became recurring donors. A deeper analysis showed that only 49% of organizations are thank their donors who upgrade This discovery is exciting compared to the donors who started as monthly donors and received a thank you AND a receipt from 62% of organizations.

This disparity highlights a significant gap in how organizations acknowledge donor activity based on donor status. This finding shows that a donor upgrading from a single gift donor to a recurring donor is **1.3x less likely to be thanked and receive a receipt.**



**1.3x**

**less likely to be emailed a thank you AND a receipt  
when upgrading your donation.**

# Upgraded Donor Experience: Life Time Value

Let's shift gears and see the differences in donor value, conversion rates, and retention between recurring donors and donors who convert to a recurring gift based on NextAfter's clients.

**Over the past five years, the average lifetime value of a recurring donor has been \$594. For donors who upgrade from a one-time donation to a recurring gift, that value jumps to \$810, a 36% increase.**

|                | LIFETIME VALUE<br>(RECURRING DONOR) | LIFETIME VALUE<br>(UPGRADED TO RECURRING) |
|----------------|-------------------------------------|---|
| 2020-2021      | \$710.78                            | \$1,345.41                                |
| 2021-2022      | \$825.30                            | \$1,097.50                                |
| 2022-2023      | \$693.66                            | \$795.43                                  |
| 2023-2024      | \$455.57                            | \$537.38                                  |
| 2024-2025      | \$282.67                            | \$274.44                                  |
| 5 YEAR AVERAGE | \$593.60                            | \$810.03                                  |

The average lifetime value of a recurring donor is \$594, but a donor that upgrades to a recurring donor average lifetime value is \$810, that is a

**36%**  
**increase**  
**in value.**

## Upgraded Donor Experience: Conversion Rate

On average, single gift donors took about 10 months to upgrade to a recurring donor. Notably, this conversion window has shortened in the past three years, suggesting organizations may have become more effective at moving donors into recurring donors sooner.

Despite this progress, the conversion rate for donors who upgrade to recurring giving remains lower (2%) than that of donors who make a recurring gift initially (4%). While it is easier to secure monthly commitments during the initial transaction, the long-term payoff of conversions is significant.

|                | CONVERSION RATE<br>(RECURRING DONOR) | CONVERSION RATE<br>(UPGRADED TO RECURRING) |
|----------------|--------------------------------------|--|
| 2020-2021      | 3.5%                                 | 4.2%                                       |
| 2021-2022      | 3.8%                                 | 2.8%                                       |
| 2022-2023      | 4.3%                                 | 2.1%                                       |
| 2023-2024      | 4.1%                                 | 1.7%                                       |
| 2024-2025      | 3.0%                                 | 1.1%                                       |
| 5 YEAR AVERAGE | 3.7%                                 | 2.4%                                       |

## Upgraded Donor Experience: Conversion Rate

As we unpack and analyze what organizations are doing to acquire recurring donors throughout this study, let's look at the overall value of recurring donors to organizations. **Retention rates strongly favor recurring donors: 83% continue their support yearly, compared to a 44% retention rate for single gift donors.**

Consequently, the attrition rate (donors who stop giving) for recurring donors is just 17%, but in contrast, the attrition rate for single gift donors is 56%. That is a 107% difference!

|                            | RETENTION RATE<br>(AVERAGE TRAILING 12 MONTHS) | ATTRITION RATE<br>(AVERAGE TRAILING 12 MONTHS) |
|----------------------------|--|--|
| SINGLE GIFT DONOR          | 44%  | 56%  |
| PREVIOUSLY RECURRING DONOR | 62%  | 38%  |
| RECURRING DONOR            | 83%  | 17%  |

# *Conclusions*

## Conclusions

**Through our research, it's clear that organizations have opportunities to optimize their recurring giving experience.**

This will lead to more recurring conversions, but we must first consider the donation pathway experience. While organizations are increasing efforts to have visible donation buttons to lead people to donation pages, we noticed that more than half of organizations are failing to put messaging on why someone should make a recurring donation. Even if a donor intends to make a recurring donation, a lack of messaging or ambiguity around why someone should make a monthly donation may lead to a less meaningful donation.

Also, there is room for improvement in how donors are communicated to after converting to recurring donors. **These donors are receiving fewer gift acknowledgments compared to donors initially making a recurring donation.**

Possibly, there can be a disconnect within a CRM. We recommend looking at your CRM and email platforms to make sure these donors are being cultivated appropriately.

But, beyond just technical fixes, building an intentional strategy around recurring giving (including messaging, user experience, and communication cadence) is key to growing and keeping your recurring donors. ***Streamlining the giving process, adding meaningful incentives or educational content, and nurturing donors with personalized stewardship will optimize the recurring donor experience.***



# ***Additional Resources***

## Additional Resources | Recurring Donor Acquisition Course

It's time to demystify what it actually takes to start growing your recurring giving program. In this 5 session course, you'll discover a data-driven approach to acquire recurring donors to sustainably grow your organization's revenue.

Most conversations about what works to grow recurring revenue lack substantial data and evidence. While it can be inspiring to see examples from complex organizations that are seemingly "doing it right", getting started with building your recurring giving program doesn't have to be as complicated as some would have you think.

In this course from NextAfter, we'll demystify what it really takes to acquire new recurring donors and build a more sustainable revenue source for your organization.

### Over the duration of this course, you will discover:

1. The power and impact of investing in a sustainable recurring giving program.
2. Tangible strategies to prompt one-time donors to give monthly—and even upgrade after their first gift.
3. How to develop and launch a dedicated recurring giving acquisition campaign.
4. Methods for automating your recurring giving acquisition so you can keep bringing in new recurring donors all year long.

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NextAfter helps nonprofits grow their digital fundraising. Combining the perpetual learning of a fundraising research lab, the practical application of a digital-first agency, and the rigorous instruction of a training institute - we're on a mission to decode what works in fundraising, make it accessible to as many nonprofits as possible, and unleash the most generous generation in the history of the world. If you want to learn more about how to partner with NextAfter to develop and grow a digital-first fundraising program, you can learn more and get in touch at [nextafter.com/let-us-help](https://nextafter.com/let-us-help)

