

venture 1:9

First steps toward building and growing your Monthly Giving Program (MGP) Input from Nicolee Thompson / CEO of Harvest Compassion Center

Create:

1. Give your MGP a simple name that is direct to the point. This way, just by the name, people know how their gifts will be used and the impact their giving will make.
2. Invite people to commit a reasonable monthly gift by auto-withdrawal or credit card. Your MGP must be doable for all audiences. From Nicolee: "At HCC, our 'subscription' doesn't expire after a certain amount of time; we only cancel if they decide to stop their giving."
3. Connect the MGP amount directly to your impact / outreach / mission so that it becomes a "no brainer." Reasonable monthly amount + direct impact = "no-brainer."
4. Even though you might have an amount in mind (like \$25/month), give people options. From Nicolee: "At HCC, people have the option to feed 1, 2, or 20 families per month; people may want to give more than you ask, don't box them in."

Launch (market):

5. Market your MGP very simply (simple name, simple marketing). Your messaging (and execution) should include the least amount of steps possible. Everything must be clear and easy. If a donor has to "figure something out", he/she will most likely not spend that time and energy. Use visuals.
6. Set goals connected with donors rather than dollars, and consider a launch "campaign."
Example: "In the next 60 days, our goal is to raise up 25 new monthly givers." (at \$25/month). Matching gifts can help bolster this effort!
7. Start with who you know. And don't count out your out-of-state connections.
8. Make your MGP part of your regular and ongoing communication; never talk giving without mentioning your MPG. This applies to everyone – staff, volunteers, everyone who is involved in fundraising. From Nicolee: "Every tour I give of the Center, I talk about our monthly donor program; some people need to hear about it 7 to 10 times before it will resonate and they will commit."

Follow-Through:

9. Thank your MGP givers continuously and report on the impact happening. Get creative. Send photos, videos, etc. From Nicolee: "We thank our monthly givers every 4 months with a hard receipt that includes a handwritten note."

Additional Thoughts from Nicolee Thompson on Monthly Giving:

- Allow God to shift your mindset from asking to inviting.
- Invite everyone at every opportunity – invite widely, without limits.
- Consistent messaging with all events, campaigns, newsletters, website, virtual events, etc.
- Make the message simple – invite and let God move.
- Believe in your work strongly so that you’re excited to invite people to partner with you.
- Invite people to share the program with others in their networks.
- Invite feedback from donors so they are part of helping to make it happen.
- Use images and share stories.
- Say “thank you” personally.
- Report on the impact of monthly giving.
- Be bold and be relational, passionate, and fun.
- You have your plans, listen to God’s plan and do it – be humble enough to shift plans.
- Connect your donors’ interests with your organizational interests and needs.
- Relationships matter.
- It takes time – plant seeds – don’t give up.
- Stand on God’s promises and trust His timing and provision.