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Building Up Recurring Revenue You Can Count On



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Introductions



Mary English Bell

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USO



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Building a passionate supporter base

- Over 5 million USO digital supporters.
- The USO supports military heroes around the world, providing comfort and entertainment to people experiencing conditions many of us never will: life-threatening dangers and long-term distance and separation from loved ones.



The state of nonprofit fundraising



The Challenge

Growing Recurring Revenue



Our goal was to build up a stream of bankable revenue every month from recurring donations.

Why focus on recurring?

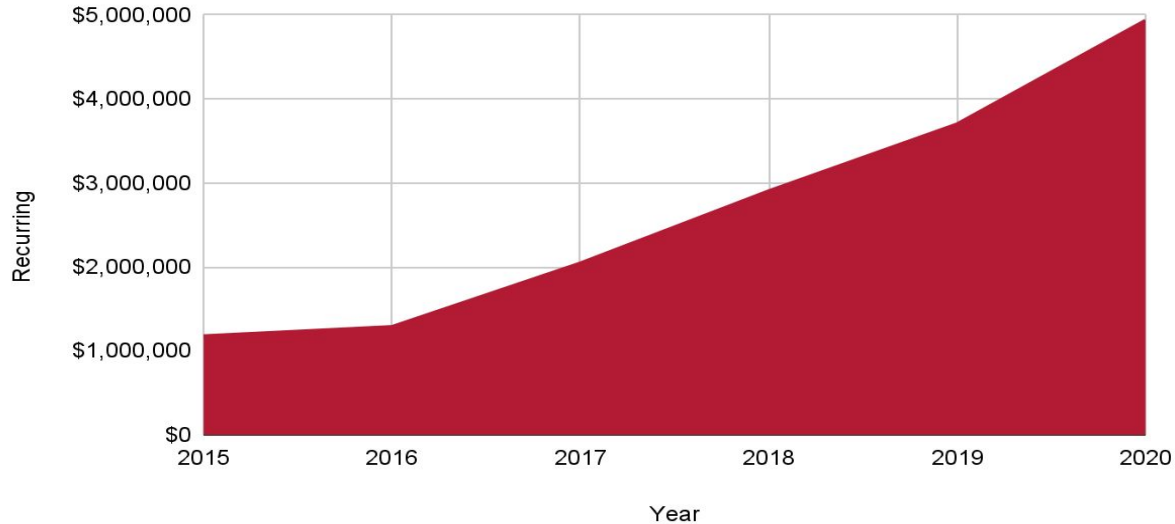


Our Results

24 THOUSAND
RECURRING DONORS

\$505,175 MONTHLY RECURRING REVENUE

Recurring vs. Year



How We Did It

First, understand your audience



USO

Sponsored (demo) · 🌐

We're sorry to interrupt your scrolling, but we can't let our troops feel forgotten. It's been an especially tough year, so it's our duty to make sure our military heroes know how grateful we are for the sacrifices they make to defend our freedoms. This Military Appreciation Month, we need at least 912 signatures on our thank-you card before midnight, but your name is still missing. Will you sign the card now?



Sign the card to thank our troops!

[add your name]

SIGN THE CARD >>

ACTION.USO.ORG

Sign the Card: Thank Our Troops This Military Appreciation Month

Sign Up

User journeys designed to drive recurring revenue

USO **Donate to support our troops**

Our service members keep our nation safe. And we work hard to keep them connected to home — but we can't do that without support from military supporters like you. Our troops are counting on you to be a part of this important work for our country. So please, donate now*.

Amount 1 Name 2 Payment 3

SUPPORT OUR TROOPS

\$35 \$50 \$100

\$250 \$500 \$1,000

\$1,500 \$ Other

Make this a monthly donation. ?

NEXT >



Thank you for your generous contribution to the USO. We wanted to share a little bit more about where your donation is going.

For our service members stationed far from friends and family, there are few things more important than hearing a loved one's voice. That's why the USO offers phone and internet service at our centers around the world.

Do you think it's important that the USO keeps our men and women in uniform connected to their families?

YES

NO



Deployments aren't easy for children, but hearing a bedtime story from a military parent makes the separation a bit easier. Reading programs let service men and women record themselves reading a story at USO centers to send home to their children.

Do you think it's important for the USO to help bridge the distance between our men and women in uniform and their young children?

YES

NO



The USO's Care Package program provides a taste of home and a moment of much-needed relief for our service members. To date, the USO has shipped tens of thousands of packages to our armed forces stationed around the world.

Do you think it's important for the USO to send care packages that make a difference for service members stationed far from home?

YES

NO

Add a \$3.00 MONTHLY donation starting next month?

In a dangerous, volatile world, our troops never know where they're headed next.

By clicking "Yes," your MONTHLY gift will start next month to ensure the USO can be ready to provide its programs and services to our troops whenever and wherever we are needed.

**YES, MAKE IT
MONTHLY**

**NO, NOT
TODAY**

[Yes, but for a different amount](#)



RUSH A DONATION



**BREAKING: NATIONAL GUARD AIDS COMMUNITIES
DEVASTATED BY HURRICANE IDA**
[Rush a rapid-response donation and every dollar will be
DOUBLED** to support service members, including our National
Guard troops, as they respond to disasters and other critical
needs.*](#)

Anne, Hurricane Ida struck the Gulf Coast Sunday, devastating communities in Louisiana and leaving more than 1 million people without power. Thousands of members of our National Guard mobilized immediately to assist those impacted by this natural disaster. We mobilized immediately too, preparing four Mobile USO centers so we can be ready to provide our heroic National Guard troops with vital resources as they work to save lives.

The USO is committed to supporting our service members wherever they are in the world, and that includes being there for our National Guard troops as they respond to disasters right here on our own soil. **That's why this news couldn't have come at a more meaningful moment: The Bob Hope Legacy is matching all gifts, dollar for dollar, up to a total of \$69,000 to support our courageous National Guard and all brave service members.****

[So please, will you rush a rapid-response donation of \\$29 or more immediately to DOUBLE your support for our troops?](#)

RUSH A DONATION

When disaster strikes, our National Guard members are ready to respond at a moment's notice, selflessly putting their own lives on hold and leaving their homes and families behind to save lives and help communities recover. We are counting on dedicated military supporters like you to help us support them in every way we can, and right now, your support can be worth TWICE as much.

[Please, while every dollar you give goes twice as far to support our troops, make a rapid-response donation of \\$29 or more to stand with our National Guard service members as they help communities respond to this hurricane.](#)

Thank you for your tireless commitment to our service members — especially during emergencies like this one.

The USO

What comes next?





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