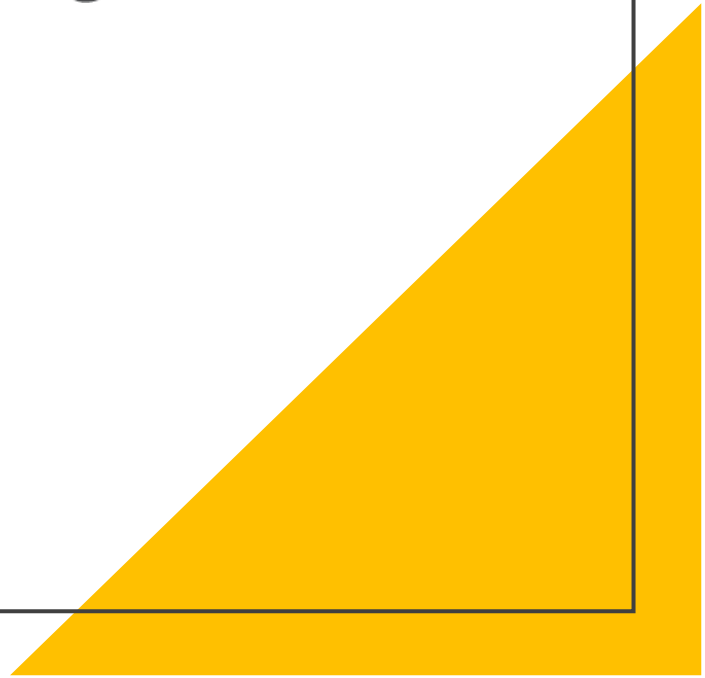


DMAW

Direct Marketing Association of **Washington**

Sustainer day

With Erica Waasdorp, President A Direct Solution



How A Passionate Approach to Sustainers Pays It Forward Many Times Over

with Erica Waasdorp,
A Direct Solution





About Erica Waasdorp

- Almost 40 years in subscriptions, direct response and fundraising
- AFP Master Trainer. Presenter. Blogger. Author.
- Married, two kids, three grand kids, one cat
- Straight shooter

A paved path lined with large, mature trees in a park. The trees have thick, textured trunks and dense green foliage. The path is straight and leads into the distance, flanked by a well-maintained green lawn. The lighting is bright, suggesting a sunny day.

The best time to
plant a tree was 20 years ago.
The second best time is now.”
– Chinese Proverb

Today's highlights

- We've come a long way!
- 10 things I learned during my 30 years in sustainer programs



We've come a long way!



Barendrecht, the Netherlands



Cape Cod, Massachusetts, since 1993

Early Sustainer Fundraising: simple & expensive



What has changed ...

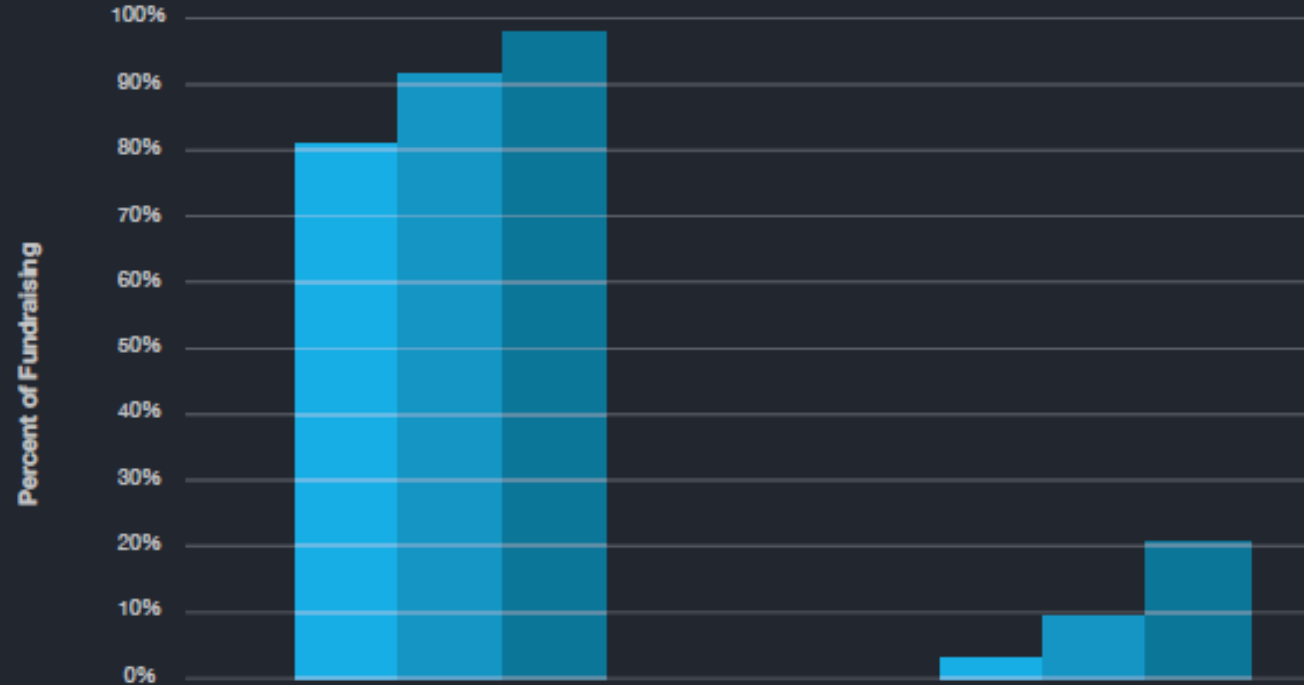
- Web sites
- Online giving
- Payment platforms
- Emails
- Social media
- Mobile phones
- Video
- Donation platforms
- Donor base CRMs
- DRTV
- Face to face, door to door
- Texting
- Credit card updater
- Subscriptions
- Artificial intelligence
- Models
- Reports
- More...



Sustainer giving
7 years ago

Giving Chart 25

Non-Sustaining vs. Sustaining as Percent of Total Fundraising:
Giving Overview (Quartile Totals and FY14-FY15 Percent Change)



TYPE

NON-SUSTAINING TRANSACTION

SUSTAINING TRANSACTION

LOW

81.07%

3.05%

MEDIAN

91.50%

9.54%

HIGH

97.69%

20.68%

LOW CHANGE

-2.39%

-8.06%

Just a few years later...

Online Donors and Recurring Giving

18%

Median Share of
Online Donors Making
Any Recurring Gifts in
2020

\$203

Median Revenue per
Donor for Recurring
Only Donors **Giving**
Online in 2020



Over the five-year period, online donors
making recurring gifts have nearly doubled.

GIVING TRENDS IN CANADA & THE UNITED STATES



63%

of donors prefer to give online with a credit or debit card.

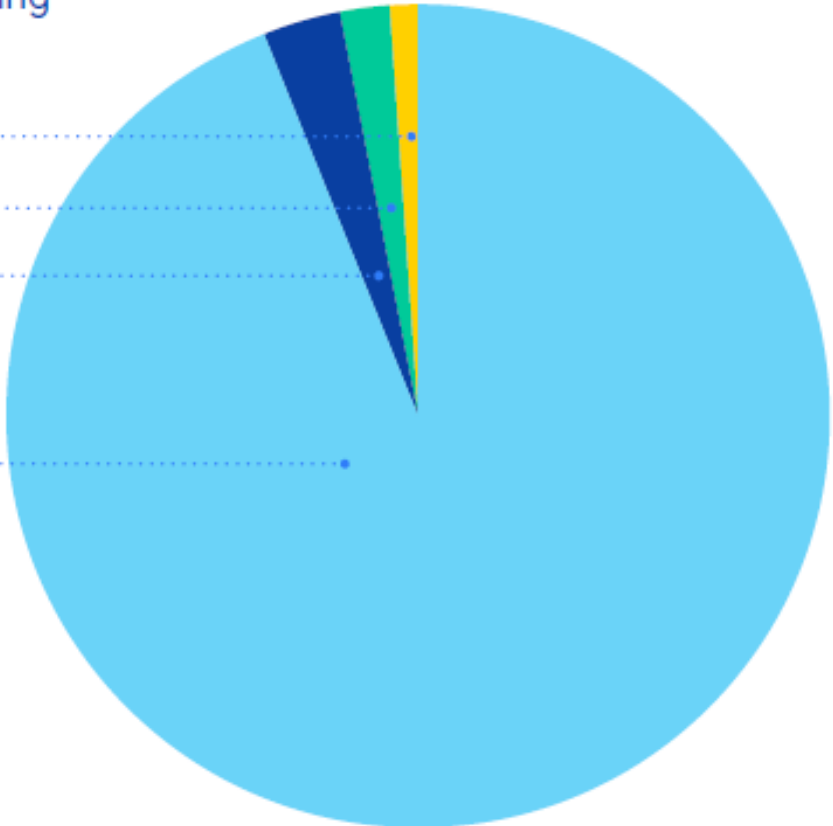
OTHER PREFERRED METHODS OF GIVING

Direct/Post mail	16%
PayPal	10%
Bank/wire transfer	5%
Cash	4%
Digital wallet	1%
Text-to-give	1%

57%

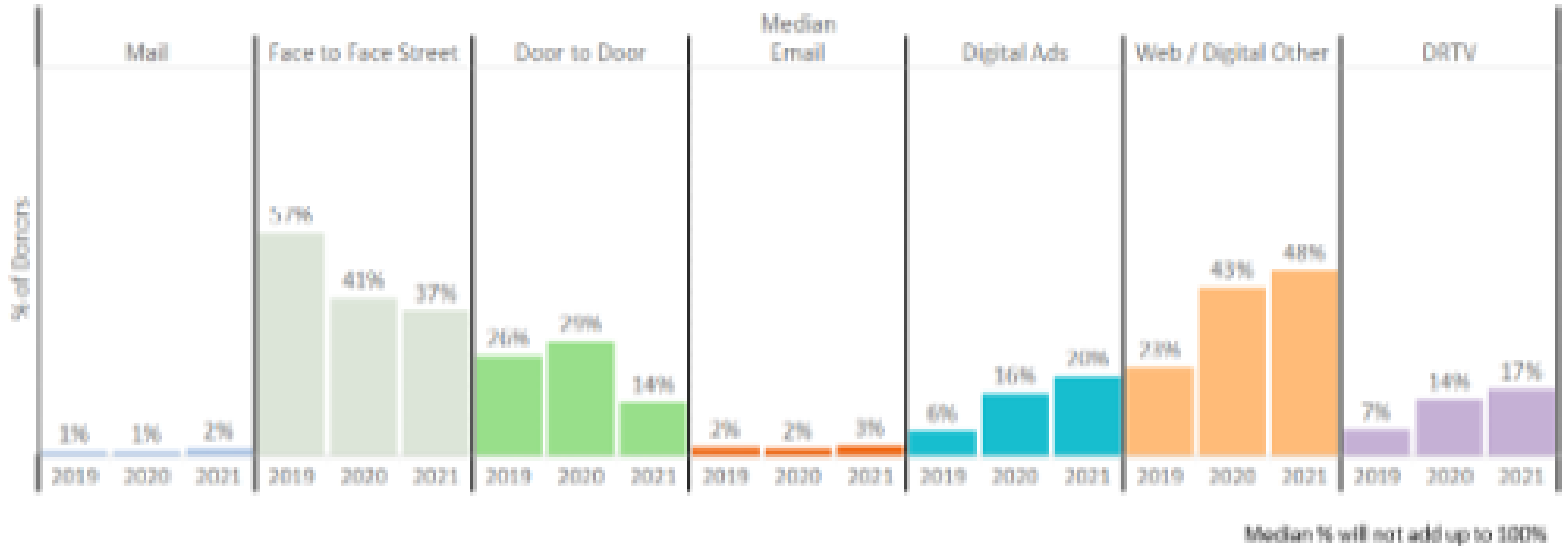
are enrolled in a recurring giving program.

- 1% Weekly
- 2% Quarterly
- 3% Annually
- 94% Monthly



New channels continue to grow

Trends in Distribution of New Donors by Origin Source
(Donors Acquired with a **Recurring Gift**)



Source: donorCentrics™ Sustainer Benchmarking FY22

How about the donors?



Donors still want to help!

What else has stayed the same...

- Donors want community
- Donors want personal contact and connections
- Donors want transparency
- Donors want answers to their questions
- Donors want giving to be easy
- Donors want to give in a way that's comfortable for them

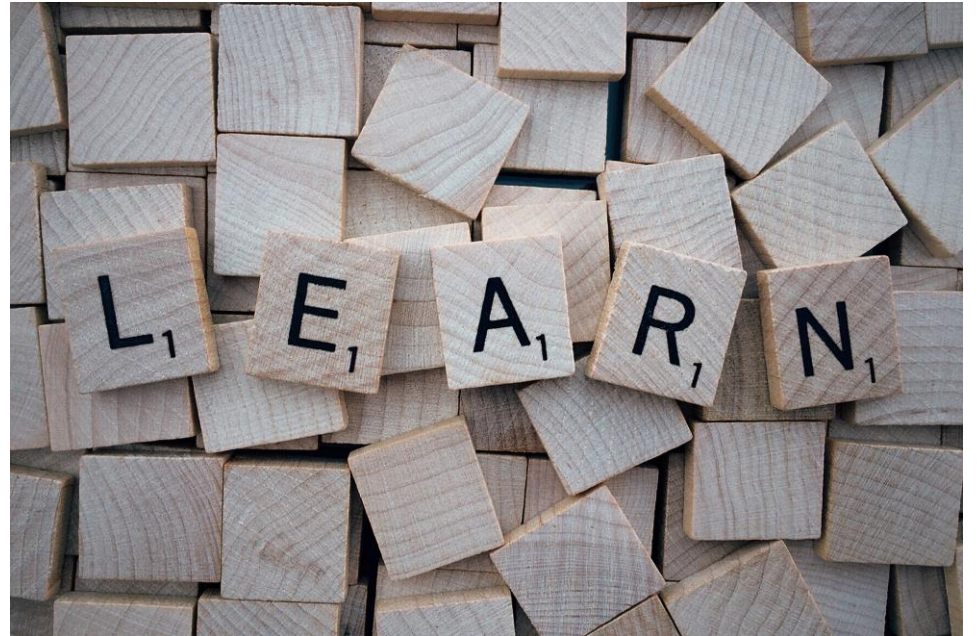
All these play a role and lead to more sustainers



Figure 10: Generosity motivator ecosystem

The top 10 things I learned ...

1. Details can make or break your program
2. There's no room for silos
3. Operations is your friend
4. Curiosity is a virtue
5. Challenges are opportunities



The top 10 things I learned...



6. Add just one more thing
7. Be patient and think long-term
8. Set goals and write them down
9. Surround yourself with positive people and positive things
10. Believe and never give up!



The scariest moment
is always just before
you start.

~

Stephen King



1. Details can make or break your program



2. There is no room for silos



It always seems
impossible until it's done.



Nelson Mandela

3. Operations is your friend



Curiosity is, in great and generous
minds, the first passion and
the last.



Samuel Johnson

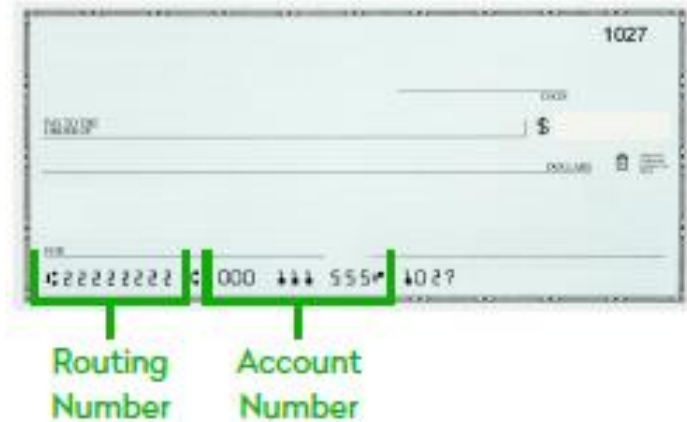
4. Curiosity is a virtue

5. Challenges are Opportunities

Sources:

<https://www.nonprofitpro.com/article/mastercard-extends-deadline-how-to-comply-to-new-recurring-giving-regulations/>

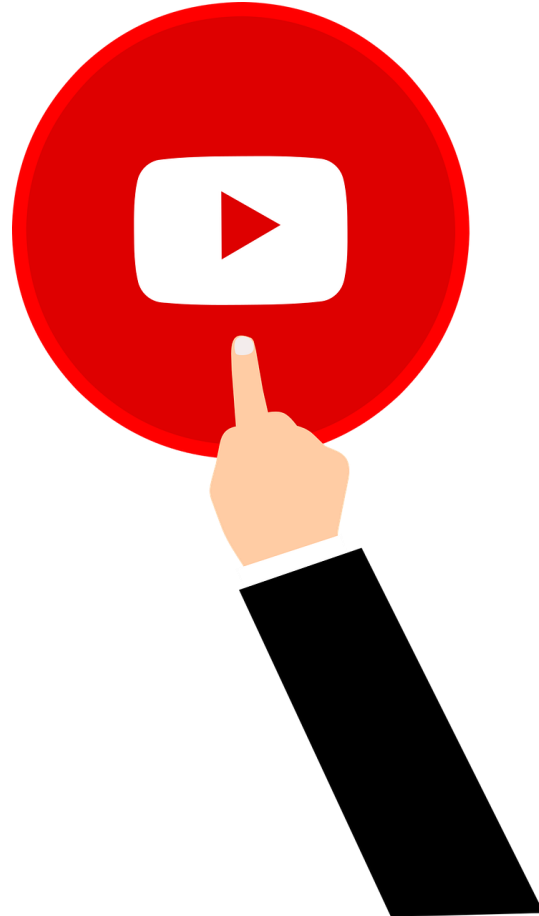
<https://www.nacha.org/resources/nacha-nonprofit-toolkit-0>



The Journey
of a thousand
miles begins
with a single
step.

6. Add just one more thing

The power of the button





7. Be patient and think long-term

If you only focus on short-term....



The median long-term value per donor **acquired as single gift in 2017** was \$179 in 2020

Source: donorCentrics™ Sustainer Benchmarking FY21

You'll miss the power of sustainer gifts...



The median long-term value per donor **acquired as recurring in 2017** is \$550 in 2020

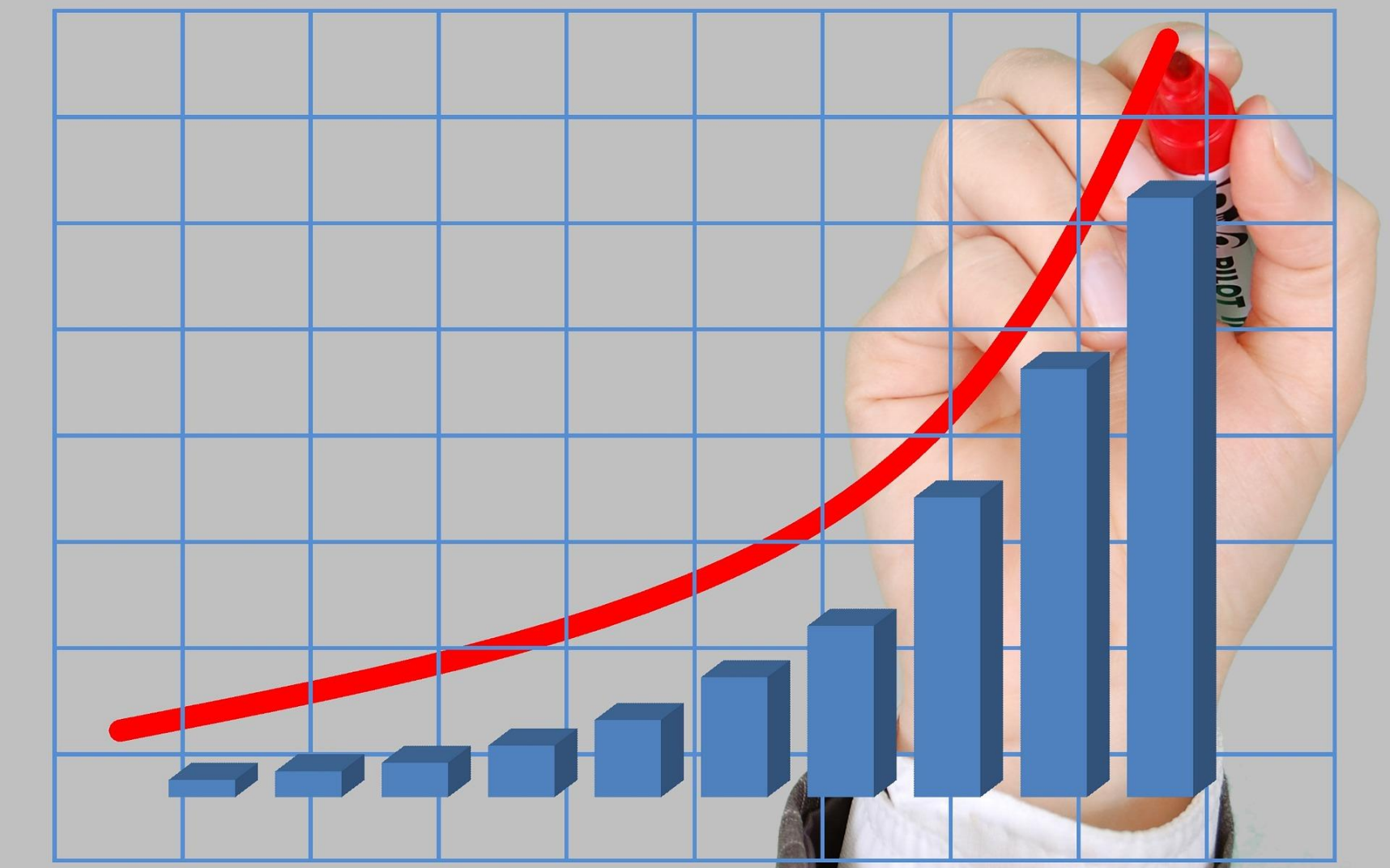
Source: donorCentrics™ Sustainer Benchmarking FY21



GOALS

8. Set goals and write them down

Make Sustainers a line item in your budget





9. Surround
yourself with
positive people
and positive
things





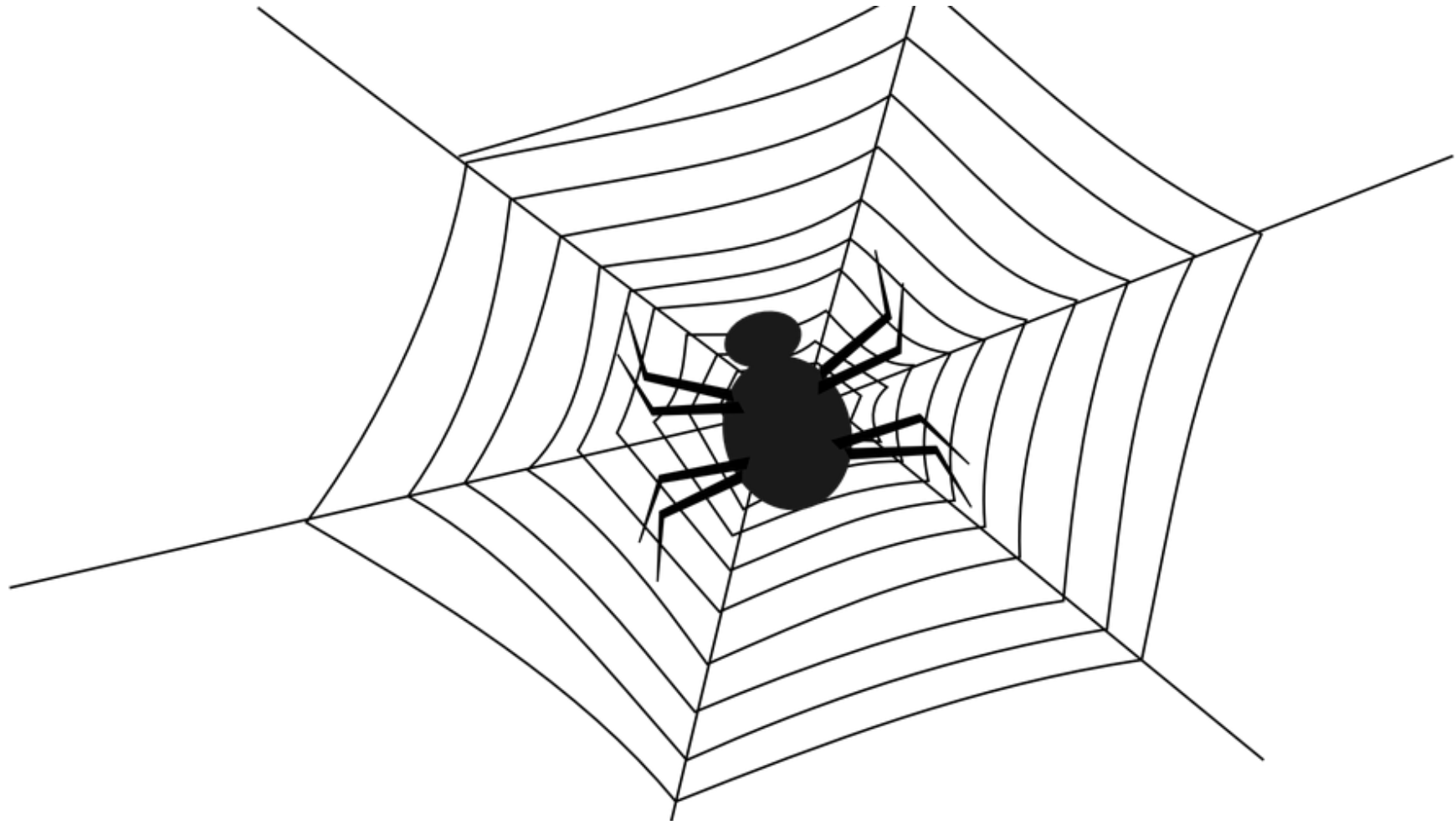
10. Believe and never give up!

To recap the top 10 things...

1. Details matter
2. No room for silos
3. Operations
4. Curiosity
5. Challenges
6. One more thing
7. Think long-term
8. Write down your goals
9. Think positive thoughts
10. Never give up!



Let me leave you with one final thought



You may feel like you're just a spider in a web...



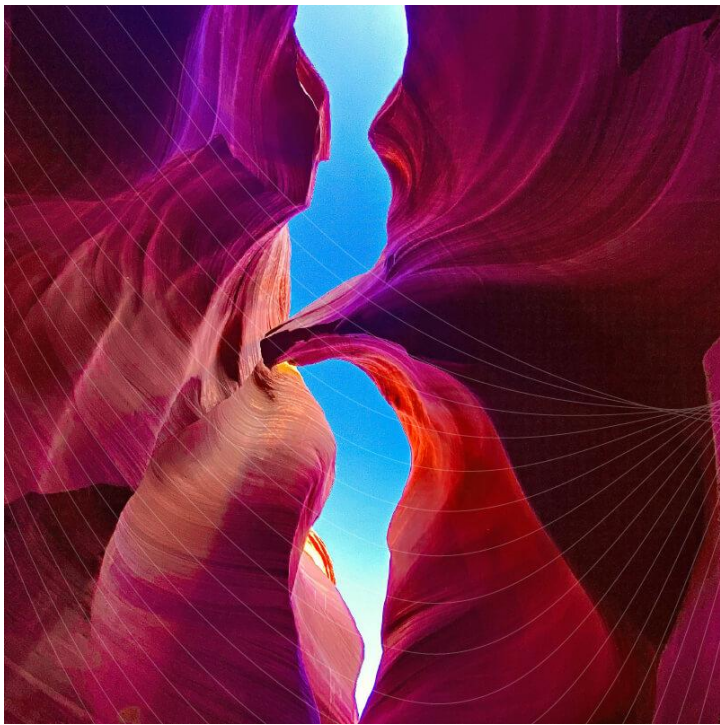
You may feel like you're trying to move a rock,
but...



On Easter Sunday April 9, 1939, American contralto Marian Anderson (1897-1993) **stood as a beacon of hope for a country being torn apart by racial strife.**

Anderson's legendary performance at the Lincoln Memorial exists in the annals of American history as a pivotal moment in the Civil Rights movement.

"If you have a purpose in which you can believe, there's no end to the amount of things you can accomplish."



The point is not to pay
back kindness but to
pass it on.

~
Julia Alvarez

For Sustainer resources:

- Erica Waasdorp, President, A Direct Solution
- Monthly Donor Motivator
- [linkedin.com/in/erica-waasdorp-544b74](https://www.linkedin.com/in/erica-waasdorp-544b74)
- erica@adirectsolution.com
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