

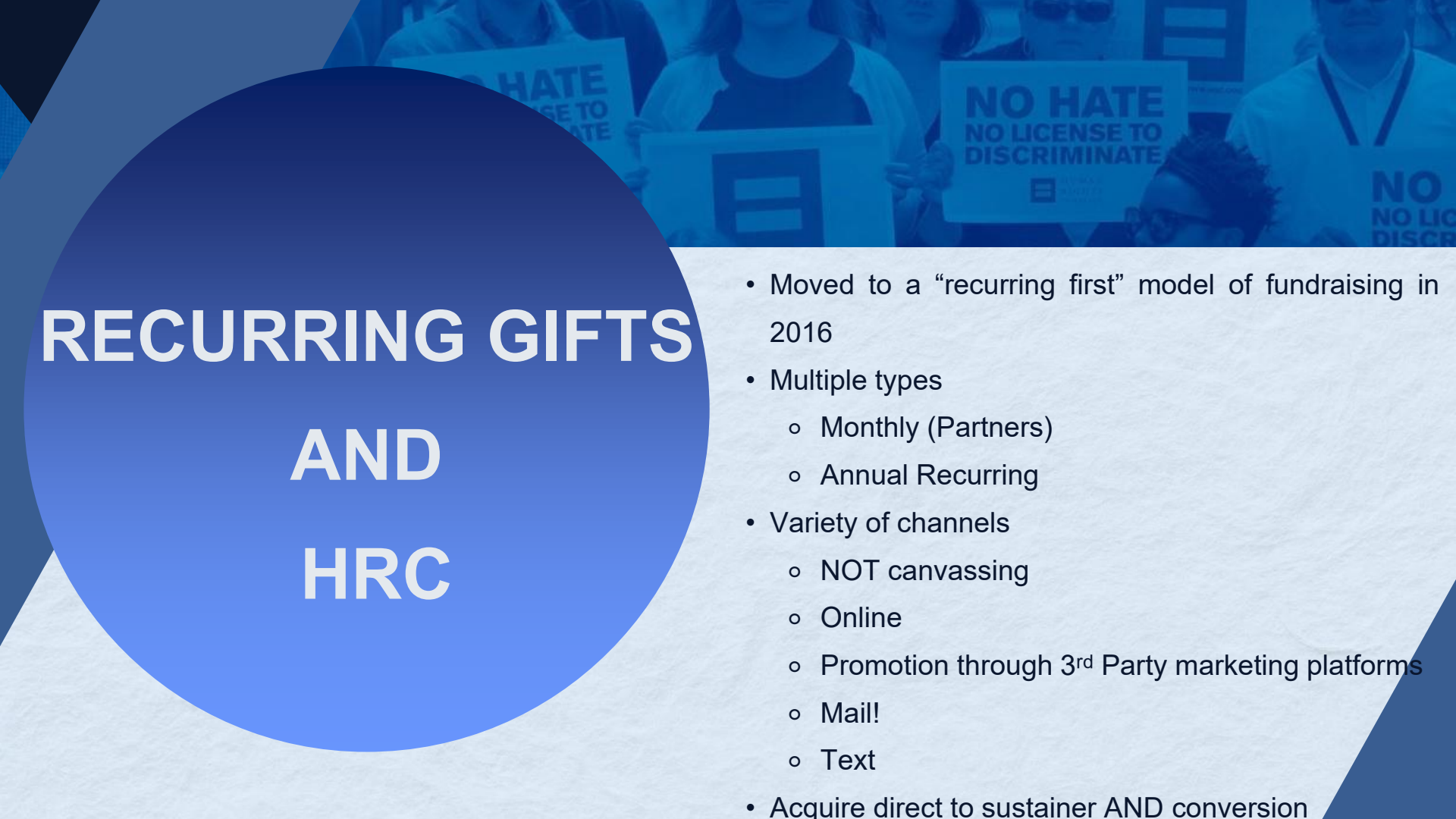
SUSTAINERS – THE NETFLIX OF NONPROFITS





The Human Rights Campaign is the nation's largest LGBTQ+ civil rights organization fighting to make equality, equity and liberation a reality for all lesbian, gay, bisexual, transgender and queer people. We drive impact by inspiring, engaging and mobilizing millions of pro-equality voters and supporters to elect pro-equality leaders and to demand equity-based policies and legislation.



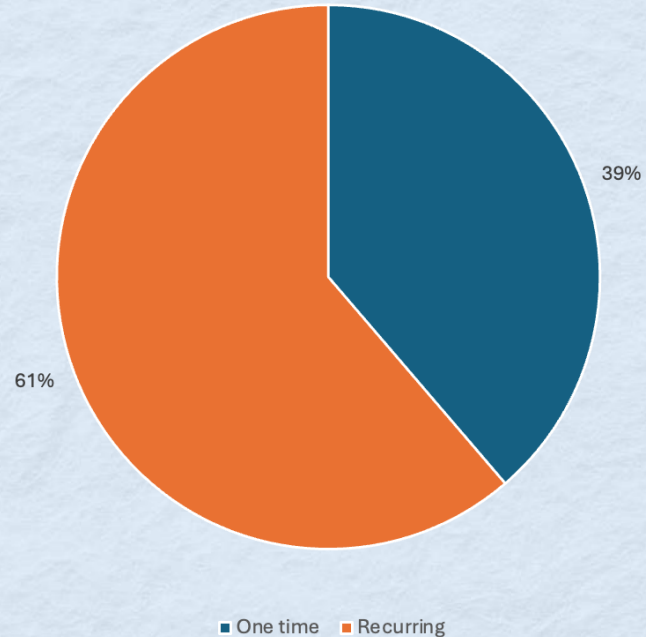


RECURRING GIFTS AND HRC

- Moved to a “recurring first” model of fundraising in 2016
- Multiple types
 - Monthly (Partners)
 - Annual Recurring
- Variety of channels
 - NOT canvassing
 - Online
 - Promotion through 3rd Party marketing platforms
 - Mail!
 - Text
- Acquire direct to sustainer AND conversion

**AND
TODAY....**

Membership Revenue



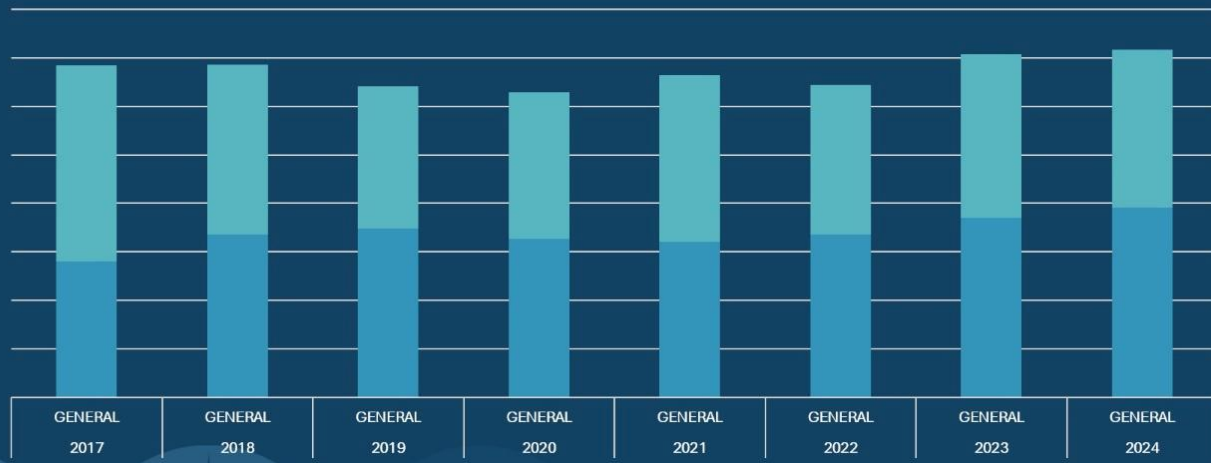


SUBSCRIBE



Today HRC has 90k+ monthly donors!

They contribute 50-60% of the revenue



Entice them with Cool Stuff to Convert



GET ONE BY GIVING MONTHLY



HAVE AMAZING PROCESSES



TODAY ONLY

New HRC Members get a **FREE Equality T-Shirt!**

[SEND ME A SHIRT!](#)



(user_data-First Name-hey), you are phenomenal.

You're a true believer in equality for ALL — and someone we need as an HRC member to advance our mission of full LGBTQ+ equality. Will you join us with a \$3 monthly donation?

Your support of HRC is vital to our ability to fight back and stop discrimination in all its forms and advance our mission of full LGBTQ+ equality.

Even with allies in the White House, the lesbian, gay, bisexual, transgender and queer (LGBTQ+) community is facing an onslaught of attacks on equality at the state level and in the courts. HRC can't fight these battles without the support of our members, so I'm turning to new friends like you.

Please join HRC with either an annual gift of \$5 or a monthly gift of \$3 by MIDNIGHT, and you'll get an Equality T-shirt included with your membership.

By wearing your shirt proudly, you'll show your support for LGBTQ+ people in your community and send the message that equal rights for LGBTQ+ people matter to YOU.

[>>Join HRC NOW and get your FREE shirt.<<](#)

Thank you for standing up for equality!



James Perez Servino
Director, Digital Fundraising and Mobilization
Human Rights Campaign
Pronouns: he/him/his



Protect LGBTQ+ Rights!

Use Your Power. Use your voice.

Donate to HRC to keep our movement towards full LGBTQ+ equality going strong in the year ahead. Your membership gift will help protect the rights of LGBTQ+ people and keep pushing until we are ALL equal!

Donation Type*

MONTHLY

ANNUAL

ONE-TIME

 Increase the impact of your gift. Make it monthly.

Donation Amount*

\$35

\$100

\$250

\$500

\$1200

\$ OTHER

[next ▶](#)

UPGRADE..UPGRADE..UPGRADE

- In all channels
- Quarterly
- Mid-level opportunities





THANK
YOU