

Bolster Donor Loyalty - Create a Monthly Giving Program

Spring is near and with it comes a fresh renewal of plans and projects. If one of your goals this year was to increase donor loyalty, then now is the time to refocus by creating a monthly giving program.

Monthly giving is smart – for you and your donor. It is philanthropy’s unsurpassed way to expand donor allegiance and dependability. It generates more revenue and it is attractive to young and old. It also gives you a reason to say thank you more often.

While across our nation new donor retention rates average less than 23%, monthly giving programs typically enjoy glowing retention rates of over **80% after just one year** and **95% after five years**.

So if you want to make it easy and convenient for your donors to give to your cause, and you want to build donor loyalty and acquire new donors, download Donor Loyalty: Create a Monthly Giving Program by [clicking here](#).

If you have questions or would like additional information, schedule a no fee phone call [clicking here](#).

Happy Spring and stay well and safe.