

Recurring Donors Also Make One-Time Gifts

In *The State of Modern Philanthropy 2019*, we found 25% of return donors who then became recurring donors, also gave another one-time donation as one of their follow-up actions (*third, fourth, or later interaction with an organization after their first donation*).



Medians / Averages

\$24 / \$35

Monthly Recurring Gift

\$50 / \$149

One-Time (Non-Recurring) Gift

This totals
\$288
annually

An additional median one-time gift of **\$50** would **increase** this yearly value to

\$338

Don't think of the recurring gift as the final stop for your supporters

Re-engage them and make direct asks to give another one-time donation on top of their recurring commitment:



- ✓ Build a dedicated recurring giving program
- ✓ Write personalized emails for your recurring donors asking them to donate to other campaigns
- ✓ Create a recruitment plan to attract new recurring donors
- ✓ Engage one-time donors at the time of their gift to upgrade to a recurring gift