



Localgiving

A guide to monthly giving

Direct Debits provide a steady stream of income for your charity and are cheaper to process than one time donations

Direct Debit donations account for 31% of charitable donations in the UK, the average monthly donation is retained for 7 years

In 2014, 60 million donations were made to charity via Direct Debit, the total amount donated was £1.2 billion

During Grow Your Tenner 2014, 4,000 monthly donations were set up via Localgiving



12 months after Grow Your Tenner 2014, 48% of these Direct Debits are still active



8 out of 10 people in the UK have at least one Direct Debit set up



Save time.

If you have a substantial inflow from monthly donations, your day-to-day fundraising needs will decrease.

Build connections.



Monthly donations are an opportunity to connect with supporters in a meaningful way, keep in touch with them and build their support for your group and cause.



Get planning.

A steady inflow of monthly donations allows you to plan around the unrestricted income that you expect to receive



Increase your income.

Small donations over a long period of time can create a substantial income stream. Ask 20 people to commit £10 per month over 2 years, this amounts to £4,800, the equivalent of a small grant.

Monthly giving

A regular flow of unrestricted funds for your group

£2 a month

Start small.

This is a good way to make your monthly giving programme appealing to a wider audience, and to those who don't have a high amount of disposable income. If you can get 10 people to give £2 a month, over a year your charity will have an extra £240. Keep in touch with these people, and give them general updates about your work, they may be converted into volunteers, or donate more in the future.

£5 a month

Target people who already donate.

Highlight the impact of a regular donation, explain to them how your organisation works, what their donations will be used to fund and the impact that it will have on service users. Send them regular updates on how their donations are being used, and invite them to visit the organisation.

£10 a month

Treat these supporters like investors.

Send them regular updates about your work and create a good working relationship with them. Try some of the following: send personalised thank you messages, invite them to events and meetings, send them an annual report, phone them to introduce yourself, offer them a tour of your organisation or a meeting to explain what their money has been spent on.