

ALLEGIANCE TO THE PLEDGE

Loyal monthly partners generate regular, reliable revenue.



Challenge

The Northeast Ohio Division of The Salvation Army (NEOSA) has built a strong, robust ministry that serves the most vulnerable families in the region. But like most nonprofits, the Division was looking for a way to shore up fundraising amid the ebb and flow of seasonal support. Armed with a loyal donor base that believes in their cause, the NEOSA Division seemed primed for a strategy that would generate additional revenue that is stable and dependable.

Solution

Employing Grizzard's pledge strategy, the NEOSA Division began offering donors opportunities to sign up as a monthly partner. Monthly partners are faithful donors who commit to give ongoing gifts in the amount of their choosing — donations that are automatically transferred from their credit card or checking account each month. As part of the strategy, these valuable donors continue to receive special updates, appeals, and newsletters, all to ensure meaningful affirmation and cultivation.

Results

Grizzard's pledge strategy essentially runs itself, and the benefits are many . . .

- Reliable revenue
- Increased donor value
- Increased donor retention
- Decreased solicitation costs

For the NEOSA Division, the monthly partner program has been a big win:

Monthly partners have given a cumulative average of 10% of all gifts for 2014, 2015 and 2016.