

# FEATURE SPOTLIGHT

## MONTHLY GIVING



### Creating Consistent Impact, Together

Your charity works tirelessly to make a difference, tackling big challenges that demand steady, ongoing support. Text-to-donate offers a seamless, accessible way for donors to create lasting impact month after month.

There's no need to worry about credit card expirations, fraud, or even changing mobile providers. As long as the donor keeps their number, their gift continues without interruption until they choose to unsubscribe—making monthly giving not only easy but incredibly reliable.

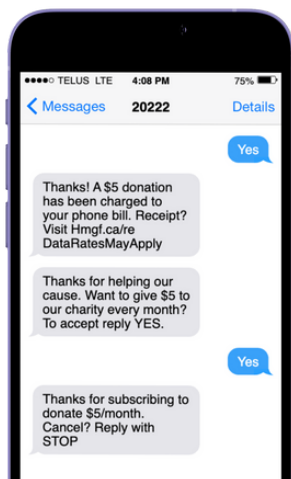
### HOW IT WORKS

**Step 1:** A donor responds to a call-to-action for a one-time donation via text and replies "YES" to confirm their one-time gift.

**Step 2:** Immediately after, they receive a follow-up text inviting them to donate the same amount monthly.

**Step 3:** When they respond "YES", they're opted in.

**Step 4:** Their donation recurs automatically each month until they choose to cancel, with a reminder sent before each charge.



### LIFETIME VALUE



## 4 Years

AVERAGE DONOR LIFESPAN



## \$1,000+

AVERAGE DONOR LIFETIME VALUE

Monthly donors stay engaged on average 4 years, contributing upwards of \$1,000 each, making them among the most valuable and loyal supporters.



## 10%

MONTHLY GIVING  
CONVERSION RATE

On average, 10% of one-time text donors convert to monthly givers.

### EXAMPLES IN ACTION

#### Empowering Consistent Support at Scale



Canadian  
Red Cross

MGFC partnered with the Canadian Red Cross to establish and grow their mobile fundraising programs, including text-to-donate and monthly giving. This partnership enables the Red Cross to engage donors in a simple way, cultivate new givers, and expand their donor base through the ease of mobile giving.

Some Canadian Red Cross subscribers have stayed opted in since 2012, each contributing over \$750 in lifetime value.

#### Stollery Children's Hospital Foundation



Over 60% of all donations were from monthly, recurring donors — a powerful testament to donor loyalty and ease of giving. This success was driven by the post-donation follow-up message, where donors were invited to convert their one-time gift into a monthly commitment. This simple nudge has led to incredible retention and steady funding for Stollery's world-class pediatric care.

Start your own campaign: [support@mobilegiving.ca](mailto:support@mobilegiving.ca)