Monthly Giving Worksheet

Why?

Describe why donors should give monthly to your organization. What will it help you achieve? Why is it important to your organization?

Example: Your monthly support will help XYZ Organization continue to tell families in need, "we are here for you!" When you donate monthly, XYZ Organization can be a more reliable resource for the families that need us most. Tell your neighbors in need that you care by starting your $10/month gift today!

Monthly donations will help my organization do...

How?

How will you reach out to donors? What channels do they respond to best?

▢ Email	▢ Zoom or in-person ask
▢ Social Media	▢ Event
▢ Your website	▢ Postal mail / letter
▢ Your GiveMN.org page	▢ Newsletter
▢ Phone	▢ Other:

How Much?

How much do you need to raise to support your work? Is there a particular project or area of your budget you need to fundraise for?

Our Fundraising Goal:

GiveMN Tip:
Setting a goal can act as one measure of success for your team. If you don't meet your goal, it might give you some ideas as to what you can do differently in your next campaign. If you surpass your goal with no problem, then maybe it's an indicator to raise your goal for the next campaign!

How much are you going to ask your donors to contribute? Think about the annual value of these commonly used monthly gift amounts:

Monthly	Annual
$5	$60
$10	$120
$15	$180
$20	$240
$25	$300
$50	$600
$60	$720
$84	$1,008
$100	$1,200

TIPS & TRICKS

- **Consider how much an individual gave for their last gift.** Did they give $25? Ask for $5 per month! Over the course of a year, that will more than double their last gift.
  - Did they give $100? Try asking for a $10 per month gift. Their $100 gift tells you that they have capacity to give at the $10/month (or more!) level.

- Monthly donations can be a great way for individuals to become "major" donors at your organization. **For many, $50 per month is a lot more manageable than writing a $600 check at one time!**