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# SUSTAINER CAMPAIGNS

## TAKE YOUR SUBSCRIBERS TO THE NEXT LEVEL

Think you can't grow your list, increase online communications and maximize the value of every relationship without adding staff time or overhead? Think again. A sustained giving campaign, or "sustainer" campaign, can help you raise more money over time by asking constituents to pledge their support with monthly giving.

### Why a Sustained Giving Campaign?

1. It can be a **great source of new donors**.
2. Sustained gifts often equate to **higher lifetime donor value**.
3. If the content is good, **supporters will share it** — driving web traffic and awareness.
4. **Getting positive results quickly** can enhance your capacity and confidence.

Running an online or integrated sustainer campaign can yield a higher return for less expense than a direct mail sustainer campaign. With an online campaign, you can send to a larger list of supporters, and even if you only ask for \$5, that number can really add up when you think about the pool of people you can potentially reach through the Internet.

**DONATE NOW**



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### Why Move Sustainer Campaigns Online?

- **With a much lower cost per send**, you can run a campaign with multiple touch points and a strong CTA with a goal (we're trying to get 50 pledges, for example).
- **Make the ask more visual and compelling** (with a donate button), and visually convey different levels and impacts, so you can put a face on what you're doing.
- **More instantaneous action** — you can make your donation right then and there. Your CTA points the donor directly to a form where they can choose from levels of monthly giving commitments.

*MORE >*

## Why a Sustained Giving Campaign?

Open rates on sustainer appeals are slightly lower than newsletter open rates. Monthly donors tend to give smaller amounts each month (compared to one-time gifts), but often have a higher annual value because of the frequency of their gifts.

### FRAME YOUR MESSAGE

- Benefits to donor
- How their dollars make a difference
- Clear and easy process explained — include a “donate now” button, and make it simple to identify what their next action should be

### CLEAN, SIMPLE DESIGN

- Straightforward stationery
- Clear buttons & CTAs
- Powerful graphics

### 4 STEPS TO A COMPELLING ASK

1. What is the most important need your org will address this year?
2. What is the most moving personal story you'd like to share about the work you're doing?
3. What is happening right now or what will happen early in the year to make this campaign timely?
4. What is the impact you hope to have in the coming year?

### RESPONSE RATES TO WATCH

- Opens
- Clicks
- Number of monthly donors (new to your org vs. “upgraded” from one-time donors)
- Dollar value of monthly donors
- Increase over last year

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## About Blackbaud

Serving the nonprofit and education sectors for 30 years, Blackbaud (NASDAQ: BLKB) combines technology and expertise to help organizations achieve their missions. Blackbaud works with more than 27,000 customers in more than 60 countries that support higher education, healthcare, human services, arts and culture, faith, the environment, independent education, animal welfare, and other charitable causes. The company offers a full spectrum of cloud-based and on-premise software solutions, and related services for organizations of all sizes including: fundraising, eMarketing, social media, advocacy, constituent relationship management (CRM), analytics, financial management, and vertical-specific solutions. Using Blackbaud technology, these organizations raise more than \$100 billion each year. Recognized as a top company by Forbes, InformationWeek, and Software Magazine and honored by Best Places to Work, Blackbaud is headquartered in Charleston, South Carolina and has employees throughout the US, and in Australia, Canada, Hong Kong, Mexico, the Netherlands, and the United Kingdom.

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