



Breakout Session

Recurring Giving Made Simple: Plan,
Launch, Grow

**Ray
Blue**

Blue Crow Group



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AFP Greater Austin
2025 One Day Conference

Recurring Giving Made Simple



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Stepping Stones



Why Recurring Giving?

Cornerstone for Success

Stuff that Works

Staging a Reboot

Q & A

Why Recurring Giving?

Organization

Predictable Revenue

Improved Cash Flow

Increased Donor
Engagement

Innovation Testing
Ground

Donor

Sense of Belonging

Convenience

Deeper Emotional
Connection

Development

Upgraded Donor Pipeline

Frees up Time

Board Engagement

Stats Don't Lie

Donor Retention: 85% vs 45% (one-time donors)

Annual Giving: \$420/year vs \$120/year

Program Growth: 28% of online revenue comes
from recurring donors

Lifetime Value (LTV): 5x more than annual givers

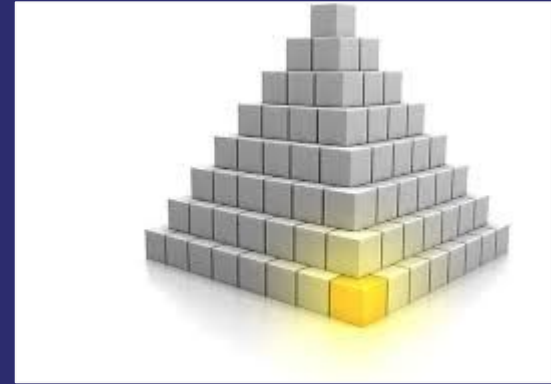


Cornerstone for Success

Relationship Strategy, Not Just a
Revenue Stream

It's about Belonging, Not Just Billing

Consistency Is More Important than
Complexity



Getting Started: Keep It Simple



Assess Annual Giving Base

Discovery Before Blueprint

Leverage Your Closest Circles First

#'s = Momentum; Momentum = EVERYTHING

Stewardship Over Perks

Brand It: Make it a 'Thing'

Identity = Belonging

Storytelling Impact

Marketing & Visibility

Differentiation



Children's Advocacy Center in Chattanooga, TN

Promoting Your Program



To Campaign or Not to Campaign

Integrate into Current Assets

Highlight Donor Stories

Joining a Movement, Not Setting Up a
Payment

Accessible Levels w/Impact Economics

Stewardship is EVERYTHING



Acknowledge Differently

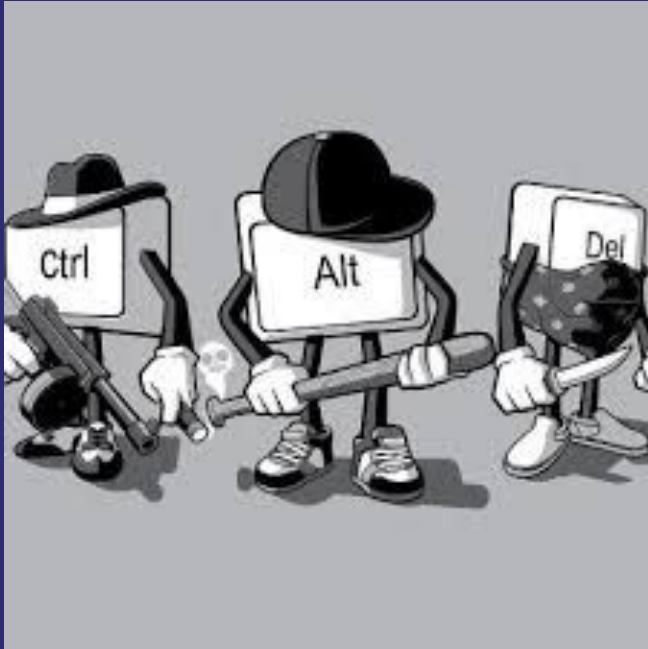
Make Them Feel Like Insiders

Celebrate Milestones

Thank Often, Not Automatically

Create Upgrade Moments

Staging a Reboot



Rename It, Reframe It

Re-Invite Your Base

Create a Moment

Talk to Your Monthly Donors

Questions

THANK YOU!