

# Stop Chasing Sign-Ups

**The Regular Giving Strategy That Drives Real Growth**

Regular giving is not just  
a campaign channel.

It is financial  
infrastructure.

What strategy actually means.

# The Four Pillars

Acquisition

Retention

Value

Financial

# Where programs break

What happens after matters most

# Quick Checklist

**If this isn't clear, the program isn't built for success**

- Can we debit our donors?
- Are we collecting the right data
- Is that data stored securely in the right place?
- So we have a CRM that can manage a F2F / telemarketing program?
- Do we actively manage rejected payments
- Do we know our real attrition rate?
- There a defined donor stewardship journey?
- Can we segment and communicate properly
- Is some accountable for retention?

# Channels Power the System

F2F: The Pipeline Builder

Telemarketing: Value & Retention Builder

Not separate. Connected

# Where it can wrong

- Chasing volume without designing retention
- Treating regular giving like a campaign
- Measuring activity instead of outcomes

# Three Questions

Do we have a regular giving strategy  
*Or do we have a collection of campaigns?*

Can we forecast our regular giving with confidence?

Are our channels working together...  
*To build long term value – or operating in silos?*

# Q&A