



Five Reasons Why Monthly Giving Makes Sense

By Tony Staser, Chief Development Officer, Meals on Wheels People

When Janet and Carl Bean joined the Sustainers Circle, the monthly giving program of Meals on Wheels People, they did so because they knew they could make a larger gift than they might otherwise afford. It was an easy way to support an organization for which they had both volunteered for more than a decade. Monthly donors like Janet and Carl have become one of the lynchpins of annual funding for nonprofit organizations like Meals on Wheels People.

- 1. Making monthly gifts to a nonprofit organization is an easy way to make a big impact.** For many, making a large gift seems not only overwhelming, but unaffordable in one lump sum. By choosing to make a monthly gift, donors are able to make small, regular donations that can add up to a substantial contribution. While donors may not be able to afford a gift of \$500, \$1,000 or more at once, spreading out the gift over the course of a year results in a big gift without a big hit on expenses all at once.
- 2. Regular giving helps nonprofits to more effectively plan programming.** All nonprofit organizations depend on donations to deliver their services. Reliable and regular monthly gifts provide nonprofits with a steady and dependable stream of income, allowing them to budget long-term and deliver services knowing they will be funded.
- 3. Monthly giving is the green option.** By joining a monthly giving program for your favorite charitable organization, your gift will be made electronically. No checks, no envelopes or stamps. Any many organizations limit the amount of paper mail sent to monthly givers, reducing their impact on the environment.
- 4. Regular donors can see the impact of their gifts.** When you make monthly gifts, you can see the real impact your donation is making. It helps you stay connected with the organization and know where your money went. You'll also stay up to date on new innovations and programs.
- 5. In uncertain times, dependable gifts make all the difference.** The global pandemic has affected all area of life, including how nonprofit organizations are funded and how they deliver their services. When the entire world is topsy-turvy, reliable contributions to organizations like Meals on Wheels People means they can continue to deliver nutritious meals to homebound elderly without instituting a waiting list. For older adults who depend on daily meals, a waiting list is not an option. Regular monthly gifts means no senior in need is turned away.

Most nonprofit organizations make signing up for a monthly giving program easy. Check the website of your favorite cause, click on the recurring or monthly gift tab and start making a difference today.