**Why Encourage Recurring Gifts**

**For your parish and the diocese:**

* A recurring gift saves time and money
* According to Network for Good, “the average recurring donor will give 42% more in one year than those who give one-time gifts.”
* Higher retention rate: while new donor rates of retention average less than 23%, recurring programs have rates of over 80% the first year and 95% after five years. (Donorbox)
* It’s easier for donors, once a donor signs up for recurring donations, gifts are made automatically and at a frequency of their choosing.
* It’s predictable and reliable, recurring donors will likely stay regular donors. When a supporter enrolls in monthly giving, that shows they are committed.

**For the donor:**

* Saves time and money-automatic donations are processed more efficiently and require less mailings.
* It’s easy and automatic.
* Its flexible and secure, you can increase, decrease, pause or stop donations at any time.
* It’s convenient.
* Its reliable-providing a consistent source of funding.
* Its rewarding, you know that your parish can count on your support.