

SUCCESS STORY: CANAL ALLIANCE

How Canal Alliance Used Custom Donation Pages to Increase Recurring Giving



THE CHALLENGE:

Converting an influx of one-time donors into recurring donors

THE RESULT:

**MORE THAN DOUBLED YoY
RECURRING GIVING REVENUE**

from 2019 to 2020

**132 RECURRING
DONORS**

making monthly gifts

In March 2020, Canal Alliance launched a Classy campaign to raise money for its COVID-19 support fund. The campaign raised over \$3 million and attracted an overwhelming number of first-time donors. The team saw these donors as strong candidates for their recurring giving program, so they launched a targeted outreach strategy to convert them.

Canal Alliance wanted to first ensure that their call to action was clear and compelling, so the team conducted small-scale A/B testing for two different Classy donation pages in their newsletter to determine which messaging and CTA were most effective in motivating recurring gifts. The organization then sent the

higher-performing donation page to all donors who contributed major gifts to their COVID-19 fund, asking them to increase their impact by subscribing to monthly giving.

As a result, Canal Alliance more than doubled their year-over-year recurring giving revenue from \$50,000 in 2019 to \$105,000 in 2020, with 132 active recurring donors and an average gift size of \$46 each month.

“Classy made it so easy to create customized campaigns so we could test which language and call to action were the most effective.”

Sara Matson

Canal Alliance Development Director