

# ***Regular donation tools***

*Briefing to non profit organisations*

*2 August 2007*

The information in the following pages are meant as a guide. NVPC makes no claim that the examples listed are comprehensive nor endorse that the services provided are suitable for fundraising purposes. Please contact the service providers for further information and make your own assessment.

# Giving frequency and average amount

- Donors who give more frequently, give more on average.
- It may be easier to ask someone to pay, eg \$10 per month than to ask for \$120 upfront. Hence the popularity of hire-purchase and instalment payments for big ticket items.

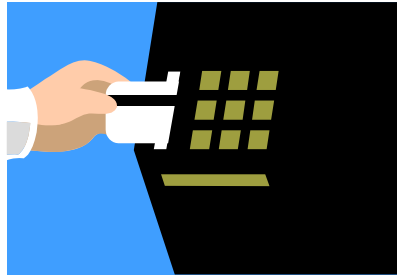
<u>Giving frequency</u>	Total Giving	
	Mean	Median
Weekly (ie at least once a week)	\$824	\$200
Monthly (ie at least once a month)	\$211	\$100
Occasionally (ie for specific projects/events)	\$85	\$50

Each figure refers to the approximate total amount given in the last 12 months, whether weekly, monthly or occasionally. For example, the mean amount given in the past 12 months was \$824 among donors who donated weekly. Source: Individual Giving Survey, 2006, NVPC

# Regular donation tools



Online  
eg website



Onsite  
eg ATM



Others  
Combination /  
variation of the  
other tools

# Regular donation tools



Online

- Own website
  - Credit card
  - eNets (direct debit), [www.nets.com.sg](http://www.nets.com.sg)
- Bank website
  - Sign up for “bill payment services”
- vPost
  - GIRO-On-Demand\* (direct debit), [www.vpost.com.sg](http://www.vpost.com.sg)
- NCSS' On-line Donation Portal
  - IPCs: social service and other sectors, [www.donation.org.sg](http://www.donation.org.sg)
  - Credit card / Economic Restructuring Shares

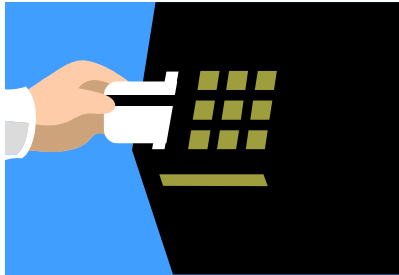
\*GIRO-On-Demand service is slightly different from the usual GIRO service. In the latter, the amount due is automatically deducted from donor's bank account on a fixed day of the month without donor intervention. In GIRO-On-Demand, the amount due is deducted from a person's bank account after the person has specifically initiated the deduction instruction on vPOST website. vPost, “What is GIRO-On-Demand (Good)” (2007), retrieved 8 July 2007 from [https://www.vpost.com.sg/vpost/vshop/a\\_mca.jsp?option=21](https://www.vpost.com.sg/vpost/vshop/a_mca.jsp?option=21)

# Regular donation tools

- eNets
  - Payment methods include credit card, direct debit, virtual account\*

\*Virtual account is an alternative payment service for micro-payments online. Payers register for their eNETS Virtual Account. They may top-up their eNETS Virtual Account via credit card, debit from bank account or GIRO. Network for Electronic Transfers (Singapore) (2007). Retrieved 18 Apr 07 from [http://www.nets.com.sg/enets/merchant/payment\\_virtual.html](http://www.nets.com.sg/enets/merchant/payment_virtual.html)

# Regular donation tools



Onsite

- ATM transfer
  - Give donor your bank account number
  - Donor transfers desired amount to your account
- AXS station
  - Payment methods include debit card (NETS), stored value card (CashCard) and credit card

# Regular donation tools

- Donation box
  - eg at NPOs, for visitors, caregivers, volunteers
  - Small change vs big money
    - Position, prominence of box, size of slot
    - Don't just ask for money, say why\*
      - Signage\*\* on the way in and out

\*Charities (Institutions of a Public Character) Regulations 2007, S89/2007 state that IPCs must disclose to every person from whom a donation is solicited the purpose for which the donation will be used.

\*\*Consider whether to request a minimum donation amount, or “tiered” amounts. If you also accept Nets or credit card donations on-site, state where these donations may be made.

# Regular donation tools



Others

- Interbank Giro form\*
  - eg monthly
- Credit card form\*
  - eg regular deductions
    - monthly
    - or monthly deductions for a specified number of months
- Payroll\*\*
- Cheque
  - Postage-paid, self-addressed envelope
  - Combined with “pledge card”

\*Once initial paperwork is done, no further work has to be done by donors to make donations

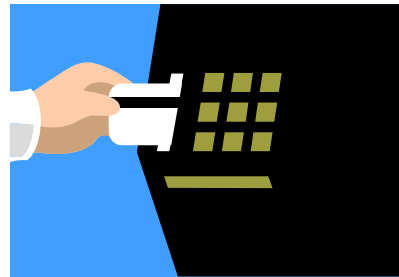
\*\* No paperwork needed in some cases eg for opt-out schemes



# Regular donation tools



Online



On-site

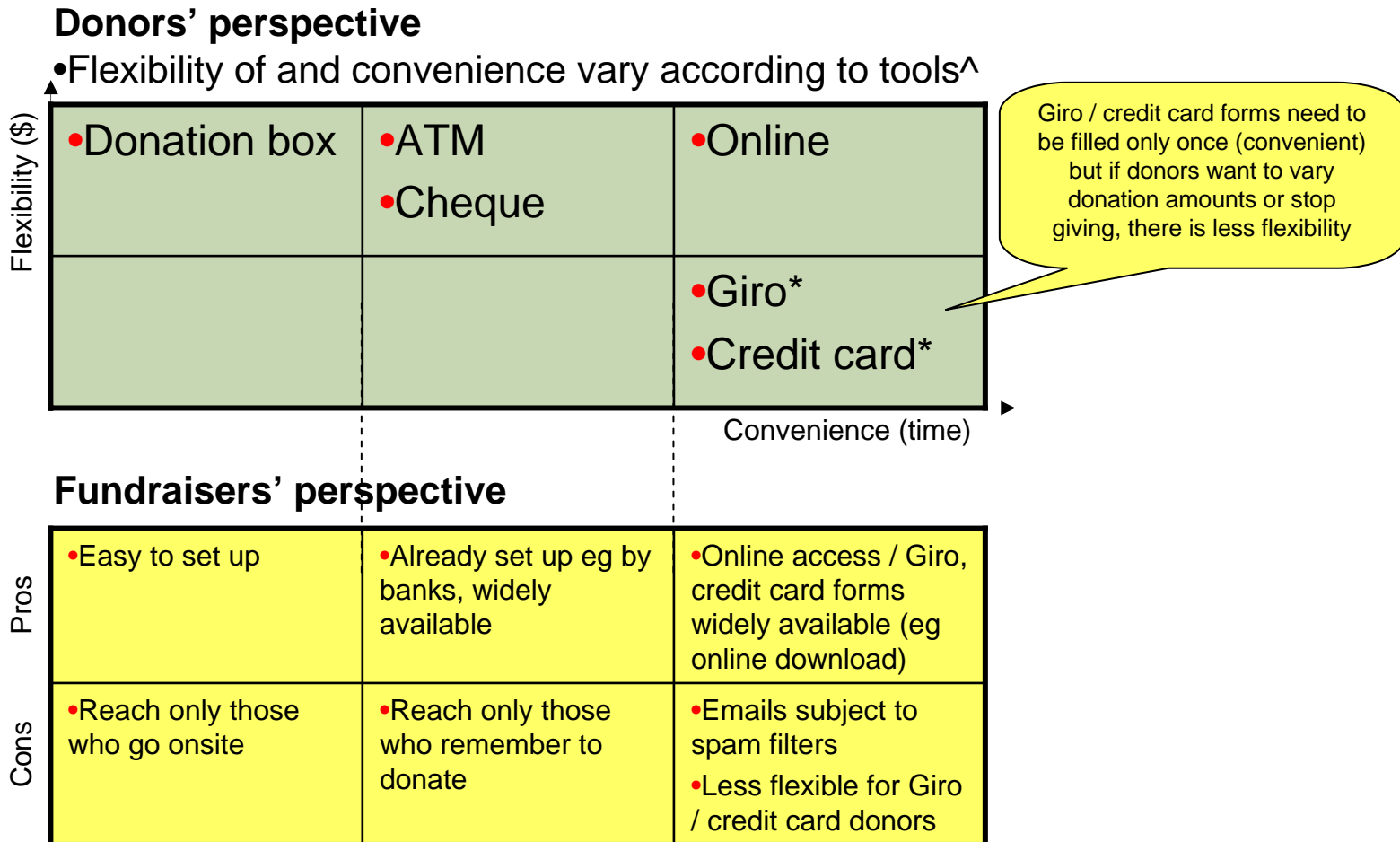


Others

## Fundraisers' perspective

- The above tools need other tools to work: eg with newsletter, include self-mailer or drive people to your online payment option
- Transaction costs vary according to tools (costs generally nil for donors)
- Some tools make it harder for you to know who your donors are (eg for donor record / tax deduction purposes)
- Track the effectiveness and cost-efficiency of the methods used, eg total funds raised / cost per dollar raised
- Before signing up, discuss with service providers and make your own assessment of what works best for you

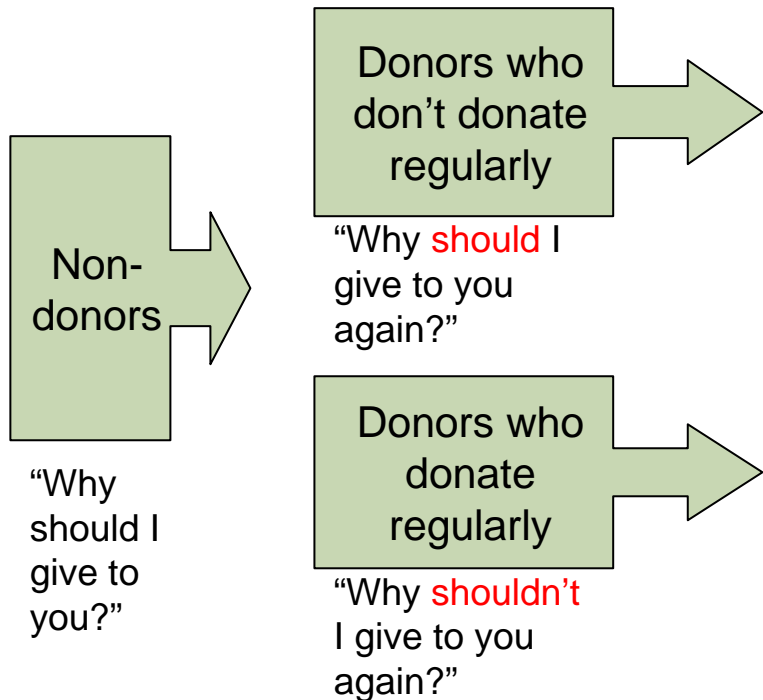
# Regular donation tools



<sup>^</sup>"Flexibility" refers to flexibility of donation amounts, eg the most flexible tools allow donors to vary amounts at their discretion without further paperwork. "Convenience" refers to time which donors need to execute transactions, eg taking into account where transactions take place and operating hours. The chart will differ based on what tools are available to specific donors eg not all donors have credit cards

\*Refers to Giro and credit card arrangements done off-line.

# Accountability / transparency to donors



- Irregular donors may help you lower donor acquisition costs – if they donate large amounts
- Regular donors help you lower donor acquisition costs
- Give donors reasons to start giving, continue giving and grow their giving