



Pledge Program Information

Pledge membership programs are a great way to get your lower and middle donors more involved with your ministry. By encouraging these donors to become members, in most cases each donor's giving is upgraded, and the Mission benefits from regular monthly gifts.

Pledge programs allow the Mission to treat members as "family" so they are more likely to remain close to the organization.

- Membership builds loyalty. It gives people a greater sense of ownership in the Mission's activities.
- Membership builds commitment. People feel they are important to the ministry beyond simply the money they give monthly.
- Membership prepares the donor to continue their support for at least a year.
- Members can be called upon to help the Mission when special needs arise.

Each year, ENEX GROUP encourages members to upgrade their giving by \$5 per month. This strategy has been very successful in building a more stable group of members while increasing the income for your mission.

Successful retention of members requires a well-prepared plan for continued communications with donors. Invitations to events, newsletters, and opportunities for voluntary participation should be sent throughout a donor's pledge period. ENEX GROUP suggests several ideas for ways to build relationships with your members.

- Host a special event specifically for members. Include lunch, dinner or a dessert buffet.
- Invite members to stop by the Mission on their way to work. Include donuts, coffee and a tour of the Mission.
- Invite members to a worship service in the evening and recognize them at the service. Give them a tour of the Mission.
- Recognize members at a yearly banquet. Honor the longest, consistently giving member.
- Invite members to a special event at the Mission, such as, *Christmas in July*, a holiday meal, *Turkey Express*, etc.
- Send members a photo or testimony in their thank you letters.
- Invite members to be mentors to your clients or ask them to volunteer. The Mission needs to provide orientation and training.
- Send members birthday cards. The Mission has date of birth for some members. Others need to be contacted to gather that information.
- Send members periodic e-mails updating them on specific events or needs.
- Call members to thank them for their continued giving. These calls can be made by staff, board members or even program clients.
- Send members a gift or a certificate to recognize them for their continued giving.
- Publish the names of members in the newsletter once a year.

There are so many ways to make your pledge club members feel special. Remember, members may not be your largest donors now, but their commitment to your ministry is vital to the Mission.