



Success Story: How Capital Public Radio Built a Top Sustaining Donor Program

The Key Ingredient: Direct Payment

More than 500,000 weekly listeners in California's Central Valley and the Sierra Nevada region rely on Capital Public Radio's seven stations for classical, jazz, news and public affairs.

The station has built a strong membership program with a high percentage of sustaining donors, or people who make monthly donations.

Sustaining Donors Give More

Blackbaud's benchmarking service DonorCentrics® has found sustaining donors' contributions are worth up to four times more than those from traditional donors over the life of their giving. In addition to donating more frequently and at higher amounts than traditional givers, sustaining donors continue to give for many years. This is why the nation's most successful fundraising stations vigorously promote sustained giving.

Sustaining Donors:



1 in 2
CapRadio



2 in 10
Average public radio station

Direct Payment Made the Difference

To make it easier for sustaining members, CapRadio created its Evergreen program while also promoting Direct Payment. Funds are withdrawn or debited from a donor's checking or savings account and transferred electronically to the station.

Among CapRadio's key decisions:

- Make Direct Payment the first or default payment option for sustaining members.
- Encourage Direct Payment and explain its benefits in all communications – whether written, over the phone or on-air.
- Make it clear in membership appeals that sustaining donors are pledging to donate a regular monthly donation at an amount of their choosing; it's not a one-time gift. Non-sustaining members can support the station with a one-time donation if they prefer.

Benefits of Direct Payment Donations

- Simplifies giving, so stations can easily convert one-time contributors to sustaining donors.
- Avoids the hassle of updating credit card expiration dates for current sustaining donors because people don't change bank account numbers nearly as often as they change credit or debit card numbers.
- Reduces processing fees.
- Makes upgrading memberships to increase contributions easier because members don't have to submit new info.

CapRadio's Evergreen Program

76% of sustaining donors pay by Direct Payment

44% of individual donation dollars come from sustaining donors paying by Direct Payment

94% of new sustaining donors paying by Direct Payment stay past a year



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Visit ACHGiving.org to learn more about how your organization can benefit from Direct Payment.