

## Recurring Revenue Solution Kit

This kit is designed for nonprofits who wish to leverage the combined Classy and Salesforce (NPSP or NGO Connect) platforms to develop and manage a recurring revenue campaign. We will help you maximize the impact of your online donation forms and fundraising strategy. This kit will give you the fundamentals you need to run a recurring revenue campaign and scale this to a recurring revenue program.

### Features

- Open APIs, design customization of online fundraising campaigns, and on-demand reporting
- White label member profile manages recurring donations and empowers supporters
- Segmentation of donor personas
- Campaign calendar and campaign-specific infographics
- Targeted recommendations on how to increase total lifetime value of donors
- Automatic sync between Classy and Salesforce.com
- Tested 5-step method to help you evaluate, formulate, communicate, advocate, and accelerate campaigns
- Training to ensure internal team can apply external best practices

### Benefits

- Faster deployment (starts at 4 weeks)
- Better tracking of engagement
- Clearly defined and executed fundraising goals
- Deeper understanding of donor personas (including how to convert one-timers to recurring)
- Increased total lifetime value of supporters

### Solutions

- Classy
- Salesforce.com (Nonprofit Starter Pack or NGO Connect)
- Consulting support by Idealist Consulting and UpRaise Consulting