

How one private school partnered with RoundUp.org to convert 27% of their community into monthly recurring donors in just one week.

Montessori Community School (MCS)
Toddler- 8 School
Durham, NC

THE CHALLENGE

At MCS, like a majority of independent schools, tuition does not cover the full cost of each child's learning experience. As such, the school relies on donations to supplement tuition costs in their mission to guide students toward self-discovery and the realization of their unique contributions to the world.

Prior to the campaign, MCS only had 1 monthly recurring donor. **In fact, data shows that only 3% of all donations to nonprofits are recurring.** This means that many nonprofits, like MCS, have to repeatedly solicit donations year after year through various campaigns and costly events in order to fund their operating budgets.



THE SOLUTION

MCS partnered with [Roundup.org](https://roundup.org) to launch a "Mustang RoundUp Day" campaign. They leveraged the marketing toolkit for nonprofits on [their dedicated landing page](https://roundup.org) on roundup.org to create a banner, flyers, postcard-style handout, peer-to-peer and direct email messages.

[RoundUp.org](https://roundup.org) provided real-time notifications to the MCS team when each new donor signed up. Those messages were supplemented with periodic csv files to be loaded to their CRM to help support their in-house stewardship processes.

THE RESULTS

MCS turned 27% of parents into automatic monthly donors in just one week, and with a projected lifetime donation amount of almost \$50k, using only \$1,000 in incentive money to achieve that.

"In just one week, 27% of our parents signed up, simply rounding up their everyday purchases to support our school. That's over \$49,000 in projected donation value - from a tool that costs us nothing to use. We've never seen anything like RoundUp in terms of efficiency, and the parents absolutely love that it's painless and automatic."

ANGIE WENGER, HEAD OF SCHOOL
MONTESSORI COMMUNITY SCHOOL OF DURHAM

WHY IT WORKED



MCS's campaign was **short and focused** - just 1 week in duration. This blitz was focused on **encouraging giving on a single day**. They leveraged **multi-channel tactics** (social, print, email, peer-to-peer, e-newsletters) to get their message out in different formats both leading up to and after their "round up day". They created **urgency** by introducing a **per-new donor bonus incentive** at the midpoint of the campaign that had a concrete deadline. This bonus (funded by their board of directors) represented only \$1k but contributed to over \$49k in estimated LTV for the organization.

Want similar results? [Roundup.org](https://roundup.org) features pages and tools for over 1.5M 501(c)(3) organizations in the US. Visit [Roundup.org](https://roundup.org) to find your page and get started. Need more information or a demo? Contact us at support@roundup.org.