

# MONTHLY GIVING

BY THE NUMBERS

RKD Group and GivingTuesday look at recurring giving numbers in 2025



Donors on monthly recurring schedules generate

**2.75X MORE**

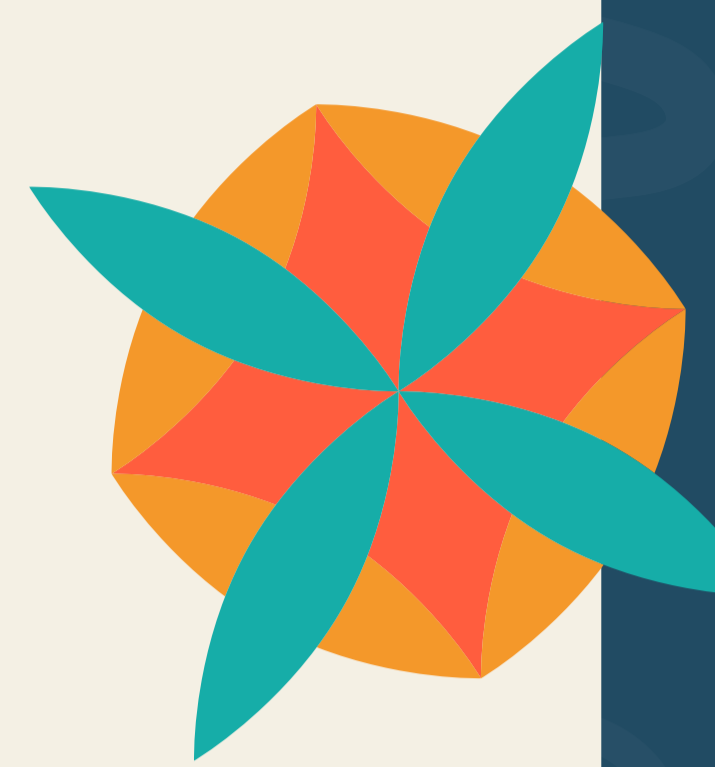
annual value than non-recurring donors\*

and recurring giving is steadily growing across the sector.

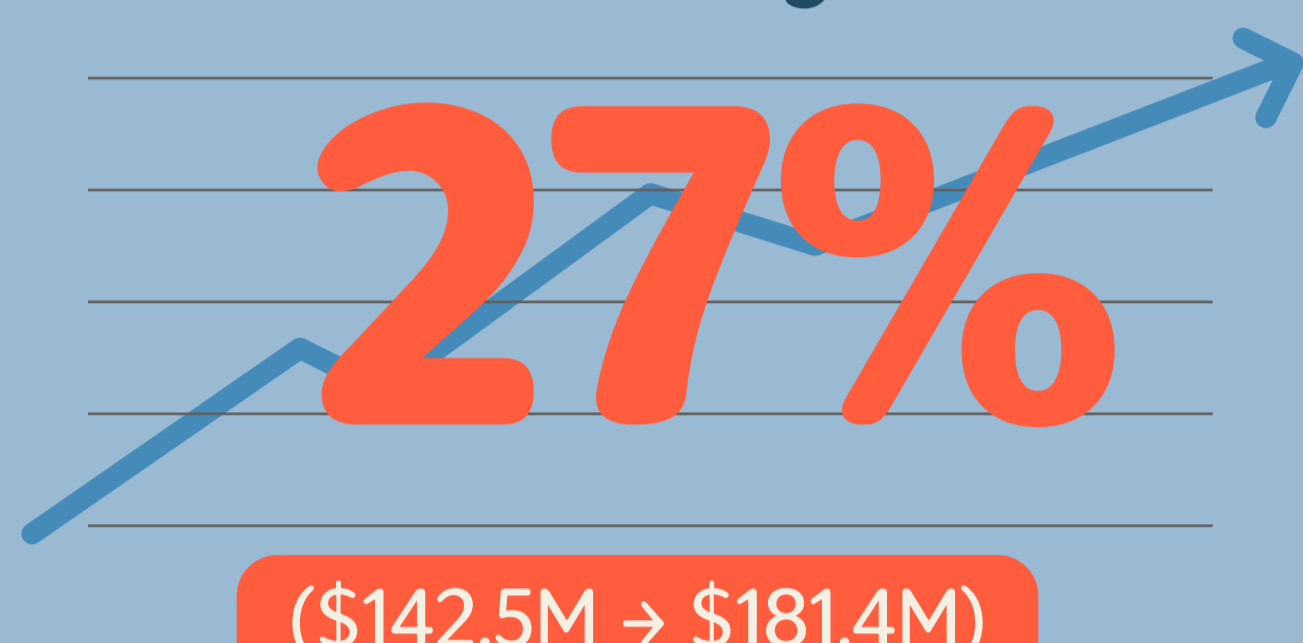
\*Source: 2025 monthly giving analysis from GivingTuesday

Case in point: RKD Group's Benchmark data ...

## The Big Picture



Since 2021, monthly giving revenue has grown



(\$142.5M → \$181.4M)

Donor count over the same period is up



(381K → 440K)

Revenue is growing nearly 2X faster than donor count. That means programs are getting more value per donor.

## Monthly Donors are Worth More Than Ever

From 2021 to 2025, the average annual value per monthly donor grew 10%

**\$374** → **\$412**  
2021                      2025

Revenue Per Monthly Donor Has Increased Every Single Year Since 2021

**\$181M**

Raised in 2025 from monthly giving

**440K**

Active monthly donors in 2025

From 2024 to 2025, Revenue Grew with Fewer Donors

Revenue grew

**1.3%**

Donors dropped

**1%**

Unless otherwise noted, all stats come from RKD Group's 2025 Benchmark Report, which contains full-file data from 215 RKD clients across animal welfare, food banks, health, hospitals, humanitarian and rescue mission causes throughout the U.S., with data through Dec. 31, 2025.

Monthly Giving Awareness Week is presented by

