



Case Study

The Colson Center's Recurring Donor Program Success

Building sustainable support through strategic engagement and conversion optimization



The Colson Center wanted to grow their monthly sustainer program to create a more stable and predictable revenue stream. Like many nonprofits, they had relied primarily on one-time donations and wanted to shift toward building a base of committed monthly donors who would provide consistent support for their Christian worldview education mission.

The organization needed a comprehensive strategy to:

- Convert existing one-time donors into monthly sustainers
- Optimize their donation pages for recurring giving
- Create compelling messaging around the value of monthly support
- Implement effective follow-up sequences for new recurring donors

Solution

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Share implemented a multi-faceted approach to grow The Colson Center's recurring donor program:

1. Strategic Program Development

- Designed a monthly sustainer program based on data insights from current donor audience
- Created compelling value propositions that communicated the ongoing impact of monthly support via benefits and incentives
- A/B tested messaging and design elements to maximize conversion rates
- Created custom branding for sustainer program called “Cornerstone Partners”

2. Direct Response Campaign

- Developed email campaigns focused on converting existing donors to monthly giving
- Crafted donor-centric messaging that emphasized the sustained impact of recurring gifts
- Implemented a multi-touch follow-up sequence for donors who showed interest

Solution

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Share implemented a multi-faceted approach to grow The Colson Center's recurring donor program:

3. Conversion Rate Optimization

- Optimized donation forms to make monthly giving the prominent option
- Streamlined the donor experience to reduce friction in the conversion process
- Implemented best practices in gift array design and form layout

4. Year-End Integration Optimization

- Integrated monthly giving asks into the annual year-end campaign
- Created messaging that positioned monthly giving as a way to extend year-end impact throughout the year
- Leveraged the year-end momentum to drive recurring commitments

Results & Benefits

Exceptional Program Growth:

Within just 6 months of the program launch, The Colson Center saw their monthly donor base skyrocket:

- **From 365 to 1,575 monthly donors** - a 331% increase
- **1210 net new recurring donors** added to the program with estimated new monthly recurring revenue of \$54,450.
- Transformed the organization's revenue stability and predictability
- Created sustainable foundation for ministry expansion

Long-Term Impact:

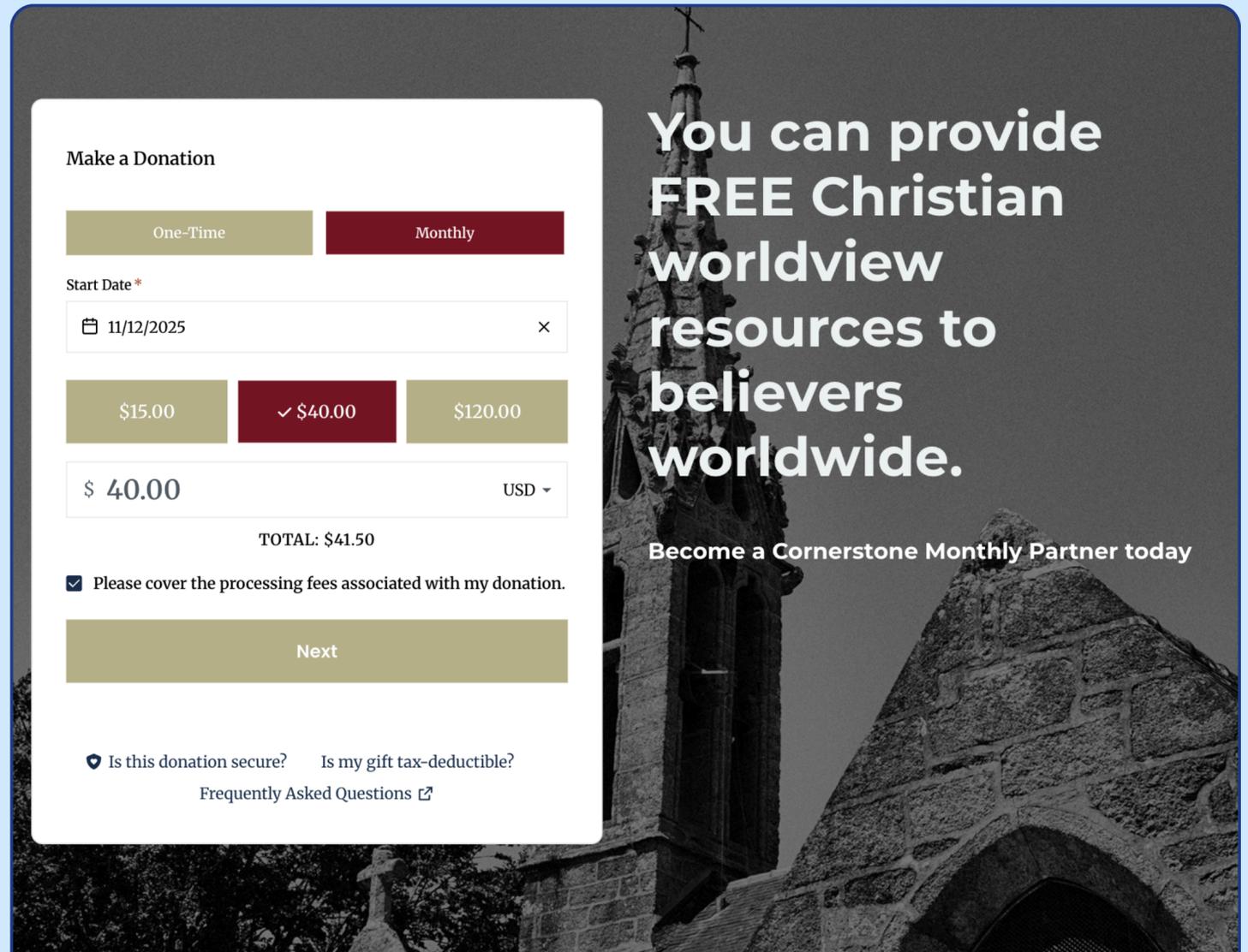
The recurring donor program has provided The Colson Center with:

- Dramatically increased predictable monthly revenue for program planning
- Improved donor retention rates among monthly givers
- A sustainable foundation for long-term ministry growth
- Significantly reduced dependency on volatile one-time giving

Results & Benefits

Optimization Performance:

- **Nearly 100 new monthly donors** acquired through the recurring giving popup alone
- **27% increase** in overall year-end giving compared to previous year
- **5% conversion rate** to monthly recurring gifts during year-end campaign
- **Cost-effective growth** with sustainable donor acquisition



You can provide FREE Christian worldview resources to believers worldwide.

Become a Cornerstone Monthly Partner today

Make a Donation

One-Time Monthly

Start Date*

11/12/2025 ×

\$15.00 ✓ \$40.00 \$120.00

\$ 40.00 USD ▾

TOTAL: \$41.50

Please cover the processing fees associated with my donation.

Next

Is this donation secure? Is my gift tax-deductible?
[Frequently Asked Questions](#)

📣 Results & Benefits

Email #1



Hi, Matt!

Thank you so much for recently becoming a Cornerstone Monthly Partner with the Colson Center!

In becoming a monthly partner, you're making it possible for us to create resources that help believers live out their faith courageously where God has placed them. For example,

- God used *Breakpoint* to give Shirley clarity and hope when her daughter started to drift from biblical truth into secular ideologies: She said, "Your articles and programs grabbed a hold of me and helped me—a Christian of over 30 years—keep my eyes on Jesus during a very confusing time. They helped me speak truth in love to my kids."
- The Colson Fellows program equipped former OBGYN Catherine to advocate for pro-life policies in the public square. She said, "I've been totally shocked at what God has done. I wouldn't be doing this if it weren't for the Colson Fellows Program."

Lord-willing, your partnership will make more stories like these possible!

What to expect next:

Although you'll be getting less mail from us in general, keep an eye on your mailbox! I've mailed you something that you should receive in the coming weeks. Here's what you can expect from us throughout the year:

1. **Ministry updates.** We will send a couple of ministry updates and an annual report in the mail each year, unless you've communicated that you don't want to receive mail from us.
2. **Exclusive webinar invitations.** Twice a year, I'll email you with a link to an invite-only webinar with John Stonestreet and other Christian thought leaders!
3. **Giving updates.** We'll send you regular email updates on the impact of your giving so you can see how you're making a difference.

If you have any questions or concerns, please reach out to us by calling (719) 375-2000 or emailing advancement@colsoncenter.org.

Matt, thank you again for becoming a Cornerstone Monthly Partner! You're building a strong foundation to help believers worldwide live with clarity, confidence, and courage.

Blessings,

Email #2



Hi, Matt!

Now that you've become a Cornerstone Monthly Partner, I want to be sure you know how to access your benefits.

- **Premium resources.** A couple times per year, we offer a resource (most often a book) that's hand-selected by John Stonestreet as a thank-you for a gift of any amount. You'll most likely hear these offers promoted on *Breakpoint* and other Colson Center programs throughout that month. However, as a Cornerstone Monthly Partner, you can opt-in to receive these resources **for FREE. All you need to do is send an email to advancement@colsoncenter.org during the month the offer is active. Just tell us your name and let us know you'd like to receive that month's resource and we'll get it in the mail for you!**
- **The Identity Project.** The Identity Project is now free to anyone who wants it, including you! You can access the full library of 200+ videos (with new videos added regularly) and other resources today. Just follow these steps:

1. Visit identityproject.tv and click "Join Now."
2. Fill out the required fields and click "Create Account."
3. Check your email to verify your account.
4. Log in and start exploring the Identity Project videos and resources.

If you have any questions about accessing your Cornerstone Monthly Partner benefits, please don't hesitate to reach out to our team at advancement@colsoncenter.org. Or you can call us at (719) 375-2000.

Thank you again for partnering with us!



Email #3



Hi again, Matt!

As a Cornerstone Monthly Partner, you've joined a community of over 650 monthly partners committed to equipping believers to live courageously in their spheres of influence. **You're stepping up to protect what's good, oppose what's evil, create what's missing, and restore what's broken.**

Here's what some of your fellow supporters are saying about why they care about the Colson Center's mission and why they decided to partner with us:

We are so thankful for the marvelous way in which Truth is presented & explained in EVERY area of life. It is done in such a factual, brilliant, logical, innovative, & loving manner. Jesus is always exalted & glorified. We are so thankful for your ministry! You are an incredible blessing! - Jim & Debra

I had a tremendous amount of respect for Chuck Colson, I consider him as one of my heroes. Therefore, I want to honor his name and legacy. I appreciate that the Colson Center is carrying on the work he began with Breakpoint and want to see it continued. - Royce

Long ago I read Chuck Colson's Kingdoms in Conflict and fell in love with his intellect and love of Christ. I have listened to Breakpoint for years every morning before starting my day, and have appreciated its intellectual approach to issues of our day always pointing to Christ. I also spent over 20 years working in prison ministry. This ministry does an amazing job of carrying on this much needed voice in our culture today! - Cheri

I hope you're encouraged to know that you're supporting us alongside like-minded believers who share the same vision and values that compelled you to become a Cornerstone Partner. Thank you again for being one of the many men and women that make this ministry possible. God is using you to make a real difference, for us, and for the believers we serve.

Thank you!

Looking Forward

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The success of this recurring donor initiative has transformed The Colson Center's fundraising strategy. The organization now has a growing base of committed monthly partners who provide stable support for their Christian worldview education programs. This sustainable giving model allows them to plan with confidence and invest in long-term program development.

The strategies implemented—particularly the recurring giving popup and optimized donor journeys—continue to drive new monthly commitments beyond the initial campaign period.

Customer Testimonial

“Share helped us test simplified + focused messaging that improved our conversion rates and kickstarted our sustainer program. Additionally, paid display ad retargeting was successful, and the recurring giving pop-up brought us almost 100 new monthly gifts. We’ve continued to see success with both of these strategies in other campaign efforts. The growth of our Cornerstone Partners sustainer program has been the most successful fundraising project in the last decade of our ministry.”



Jasmine Morse

Advancement Department