

Case Study



# InterVarsity's Recurring Donor Program: The Fellowship Circle

A donor-informed, brand-led approach to designing a recurring giving program that donors actually want to join



InterVarsity needed a scalable recurring giving model to fund national ministry needs outside of direct staff support.

Like many ministry organizations, InterVarsity had strong recurring giving directed toward specific staff members, but lacked a compelling way for donors to support the broader movement.

### **The organization needed a comprehensive strategy to:**

- **Shift donor focus** from solely supporting individuals to supporting the resources that equip frontline staff.
- **Create a durable program** that balanced relational loyalty with organizational sustainability.
- **Give donors a practical reason** to fund scholarships, events, and infrastructure without relying on perks or "membership benefits."

# Solution

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Share implemented a research-led brand strategy to build "The Fellowship Circle"—a recurring giving program built for longevity.

## 1. Donor-First Research & Insight

- Conducted deep research, including surveys and in-depth interviews, to understand the emotional drivers of giving.
- Identified that donors resist gimmicks and "insider status," valuing clarity, trust, and spiritual alignment instead.
- Determined that recurring giving fails when it feels impersonal, shaping a strategy focused on meaningful contribution rather than transactional membership.

## 2. Strategic Positioning

- **Reframed the ask:** Instead of positioning recurring giving as abstract organizational support, Share framed it as practical support for "frontline ministry."
- **Clarified the impact:** Positioned the program as a "circle of support" that provides the tangible resources staff need to disciple students, lead well, and fund the events that make faith formation possible.

# **Solution**

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## **3. "The Fellowship Circle" Brand System**

- Developed a named, branded program designed to sit alongside staff support without competing with it.
- Created a brand identity that appeals to donors motivated by student growth and the next generation of Christian leaders.
- Designed the system to scale, using clear, faith-forward language where the mission itself is the primary value proposition.

## **4. Experience Design**

- Designed a frictionless monthly giving experience that serves as a clear invitation into ministry partnership.
- Created a deliberate first-year cultivation journey to reinforce trust.
- Implemented communication flows that demonstrate how gifts resource staff and students, prioritizing retention through relationship rather than "set-it-and-forget-it" mechanics.

# Results & Benefits

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## Strategic Outcomes:

- **Scalable Sustainer Model:** InterVarsity gained a durable recurring giving structure that operates successfully alongside their existing staff-support model.
- **Meaningful Donor Belonging:** Donors moved from transactional giving to a sense of meaningful participation in the national movement.
- **Brand-Led Growth:** The program established a clear path for long-term growth, driven by brand clarity rather than temporary campaign tactics.

## Long-Term Impact:

The Fellowship Circle has provided InterVarsity with:

- **A solution to the "Core Tension"** between valuing individual stories and needing flexible, mission-wide funding.
- **Strategic alignment** where recurring giving is intentionally designed to support the frontline, not just bolted onto the organization.
- **Measurement based on changed lives** and sustained staff, rather than abstract collective outcomes.

# Program Messaging Pillars

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Share developed brand messaging frameworks and a visual brand identity to position the program effectively.

## 1. A Community Linked Arm-in-Arm

The Fellowship is more than a giving program—it is a spiritual community standing shoulder-to-shoulder in mission. It represents a shared commitment to forming whole-life disciples who know Jesus and become leaders.

## 2. Steady Support That Compounds Impact

Monthly giving provides the dependable foundation for year-round ministry. Recurring gifts ensure staff can disciple students, lead outreach, and create spaces for spiritual growth without interruption.

## 3. Transformation on Tap

Stay closely connected to the ministry you empower. As an active partner, you will receive firsthand updates and experience the joy of watching God move through your generosity in real time.

# Program Visual Identity

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Recurring Donor Program

## The Fellowship Circle

The Fellowship Circle makes it possible for you to support all InterVarsity staff and students. Your gift today can help college students of every walk of life meet Jesus when they need Him the most.

Join the Circle

Learn More



AD MOCKUP



THE FELLOWSHIP CIRCLE

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# Looking Forward

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The launch of The Fellowship Circle has positioned InterVarsity for sustainable future growth.

By leading with deep donor research and resisting the urge to use standard "membership perks," the organization now has a recurring giving vehicle that honors donor motivations. This strategic foundation allows InterVarsity to confidently invite donors to support the infrastructure, scholarships, and resources that make their ministry to students possible.

## Monthly Giving Program

### You Support a Staff Member. Now Strengthen the Ministry That Surrounds Them.

The Fellowship Circle funds the shared resources, training, and care that help InterVarsity staff stay equipped—so students can flourish.



Join a support team of thousands of donors

Select donation type

Monthly

Annual

One Time

Select amount

\$25/mo

\$50/mo

\$100/mo

\$250/mo

\$500/mo

Custom amount

Add a Fellowship Circle Gift ↗

✓ Your donation is tax-deductible in the US

## The Impact

### How Your Monthly Gift Strengthens the Work Your Staff Depends On

Your monthly gift through **The Fellowship Circle** provides the shared resources that InterVarsity staff and students rely on every day.



#### Biblical Resources

Bible studies used weekly with students to deepen their faith.



#### Staff Equipping

Training and coaching that allows staff to disciple students and lead through real campus challenges.



#### Life-Changing Events

Scholarships for students to attend conferences, camps, and retreats where leadership takes root.



#### Removing Barriers

Accessible ministry tools that remove financial hurdles don't stop students from participating.