DONORS IN THE CENTRE

How lasting donor relationships make organisations stronger

Zuzana Behríková & Ivana Hollá
Centre for Philanthropy

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cpf | CENTRUM PRE FILANTROPIU

We connect individuals in need of resources with those who can provide them.
Together, we strengthen philanthropy and civil society.

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Start Lab

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Donation – based crowdfunding system for NGOs

since 2012

1 803 694 donations

1 124 verified NGOs

47 485 718 € (09/2026)

413 117 donors

General support
and ad-hoc projects

We see what organisations try.
We see what donors respond to.
And we see what happens over time.



We protect and restore precious habitats in the Danube region and in the Carpathians.

We are a team of professional conservationists dedicated to protection and restoration of forests, meadows and wetlands in Natura 2000 sites.

→ Our activities



BROZ
ochranárske združenie

Thank you for supporting nature!

Your support will help us restore and preserve the natural environment, which is home to rare plants and animals!

Your contribution will be used to plant natural floodplain forests, restore meadows and wetlands, and protect biodiversity in cities and farmland.

Donation
If you decide to donate monthly, it will help us with planning our activities better.

Onetime	Monthly

Donated amount

10€	20€	30€	50€

Enter your own amount €

Name *

Surname *

Email *

◯ This is corporate donation

Payment method

◯ Pay with Card

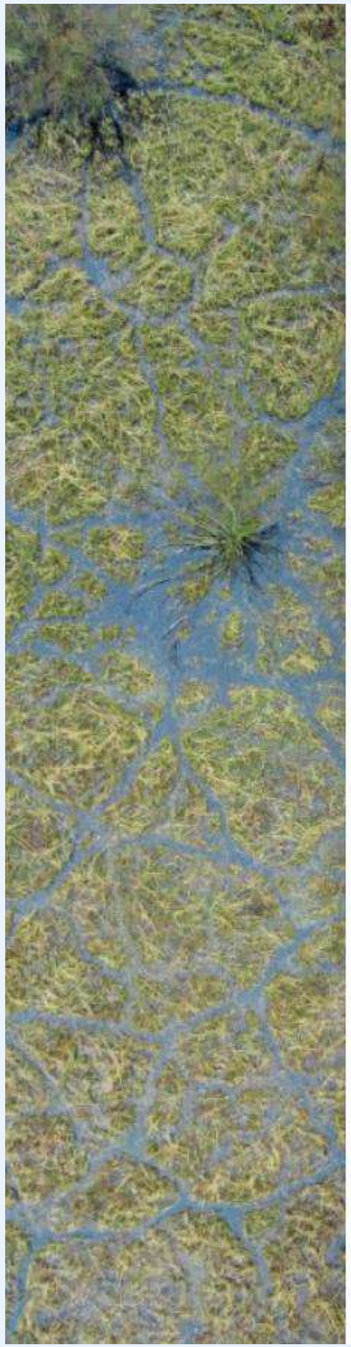
◯ ePay

Donate



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https://broz.darujme.sk/support-broz-c9d8a/



Bratislavské regionálne ochranárske združenie BROZ

YOU HELPED US SAVE THE WETLAND

The campaign was successfully completed

We managed to raise funds to save 42 hectares of wetlands in agricultural land, thanks to 1076 donors, whom we thank.

You can find the Slovak campaign here - Slovak campaign.



In the last century, the Danubian lowland has changed a lot. Drainage canals were created to dry out the land and make room for farming. Many other changes contributed to biodiversity loss. Within just a few decades, we witnessed grasslands being ploughed, tree alleys being cut down, and their roots getting lost in immense fields of arable land. We witnessed drainings and ploughings of wetlands – places that are terribly missed in the ongoing climate crisis.



Total current donation 107 616€

We need 100 000€

Donation

If you decide to donate monthly, it will help us with planning our activities better.

Onetime | Monthly

Donated amount Donate custom amount

10€ | 30€ | 50€ | 100€

Contact

Name * | Surname *

Email *

◯ This is corporate donation

Payment method

◯ Pay with Card
◯ ePay
◯ Bank transfer
◯ PayPal

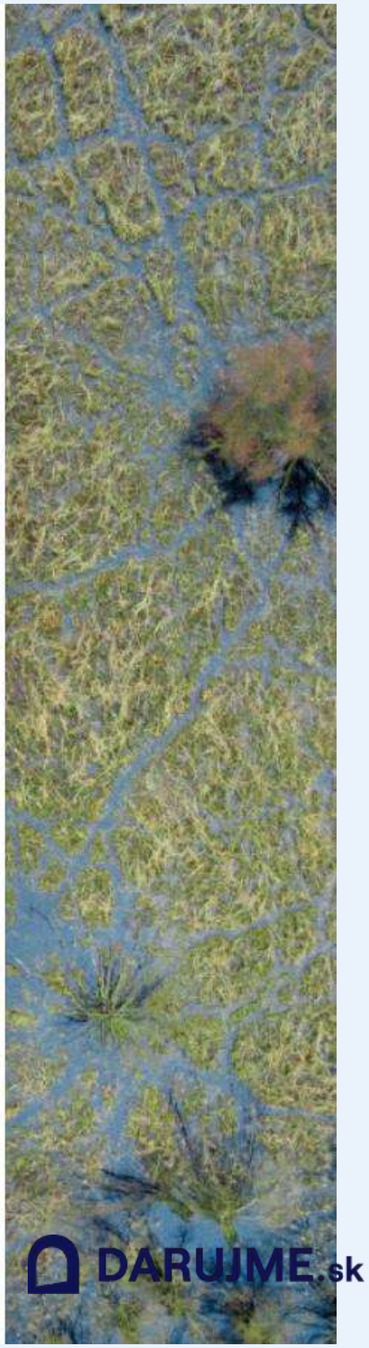
◯ I hereby confirm that I was informed about personal data processing in DARUJME.sk system

◯ Do not publish my name in the list of donors

By confirming you agree with terms of use of DARUJME.sk

Donor acknowledges that donation is sent without countervalue, thus claim rules related to purchasing of services and goods do not apply to this transaction.

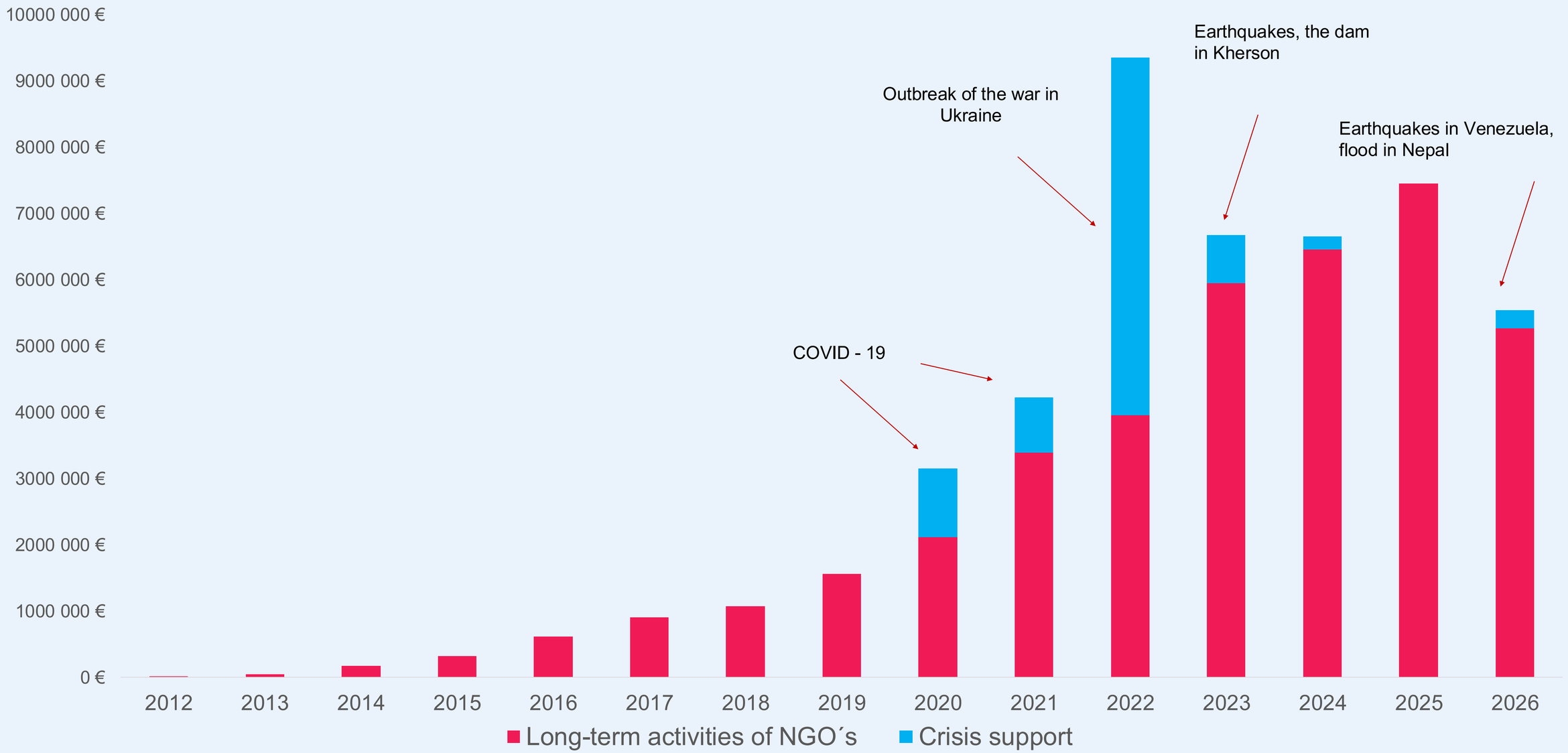
Donate



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https://broz.darujme.sk/save-a-wetland/

Donated Amount in DARUJME.sk

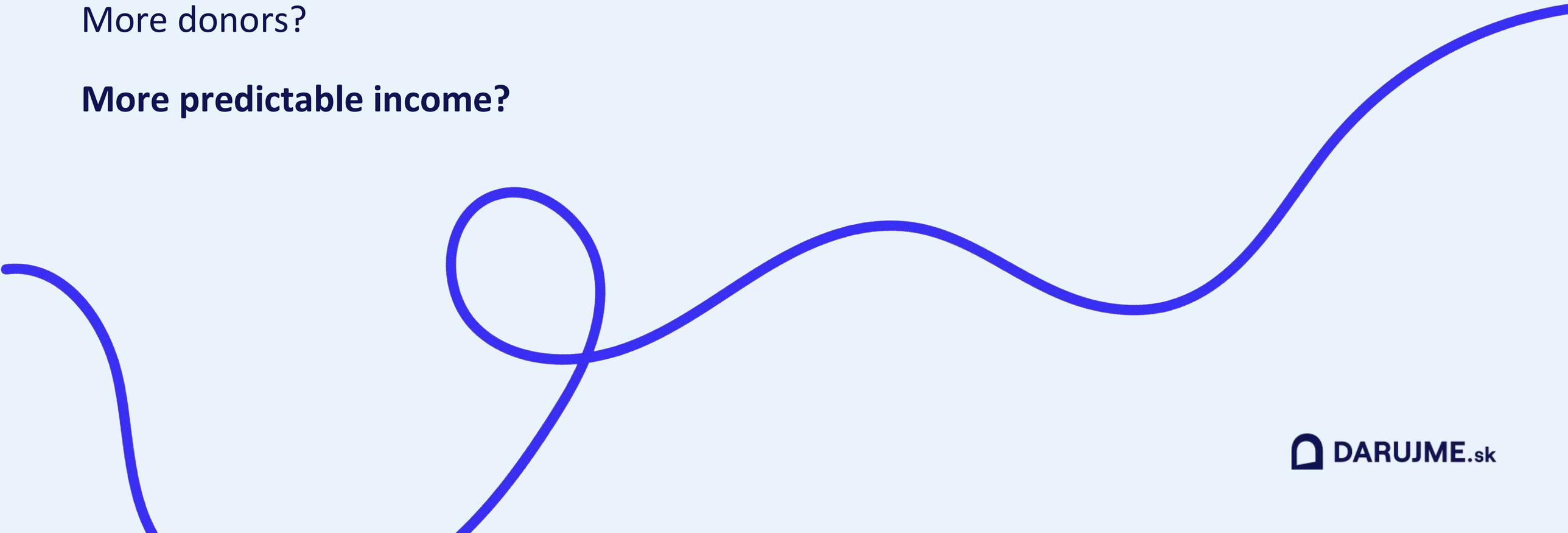


What makes an organisation financially stronger?

More money?

More donors?

More predictable income?



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A successful campaign can bring a lot of money.

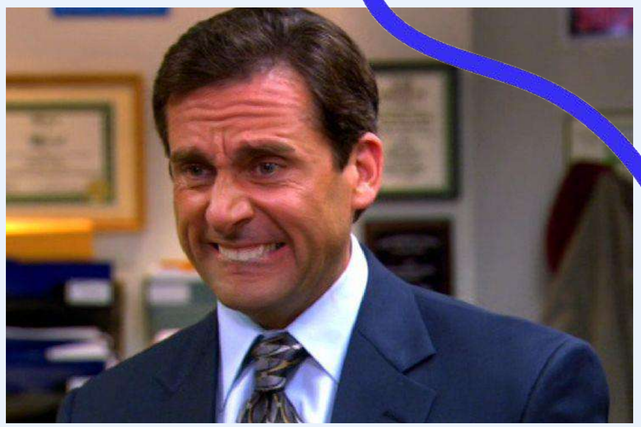
It does not automatically make you financially stable.

What happens in 3, 6 or 12 months after the campaign?

Can you repeat the success?

Do you have a relationship with those donors?

Do donors understand why your work matters?



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One-off giving matters

Emergency response

New donor acquisition

Specific needs

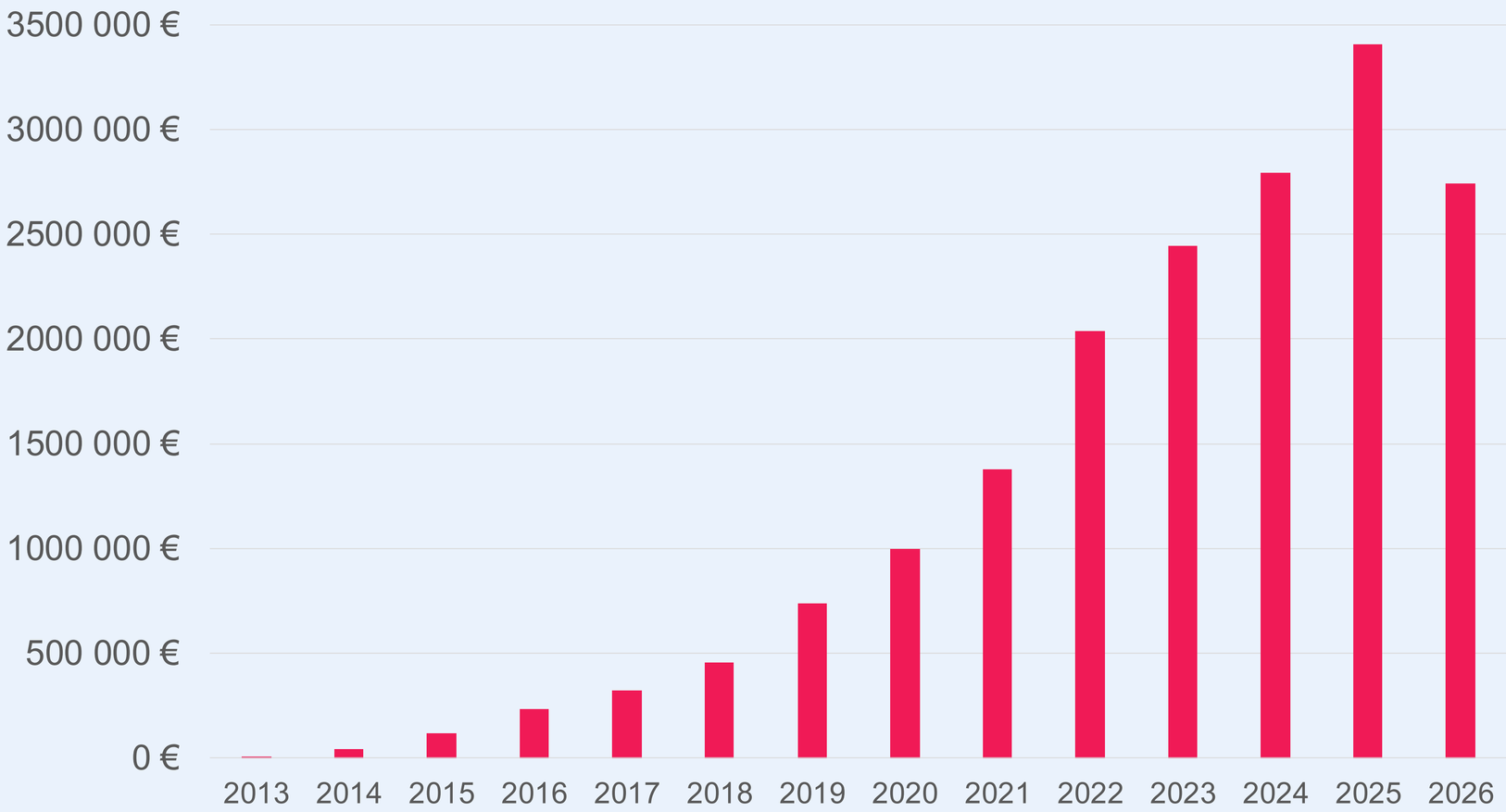
Campaign moments



But it is hard to live in permanent campaign mode.

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Recurring giving in DARUJME.sk





As of 8.2026

Why recurring giving changes the game

Recurring donors give you more than money

Predictability
You know what is likely to come next month.

Continuity
Your work does not stop when a campaign ends.

Independence
Your income is spread across many people.

Community
People choose to stay with you.



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So how did Slovak organisations make recurring giving grow?

There is no magic trick ❤️

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One-off and recurring giving are different

ONE-OFF	RECURRING
Immediate	Long-term
Urgency	Trust
Problem	Vision
Transaction	Relationship
Help now	Stay with us

Solve this problem now.

Stay with us while we keep solving it.

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What do you say when you ask for a donation?

ONE - OFF

- Your €30 gift pays for one therapy session.

RECURRING

- Your €30 monthly gift helps Lucia stay in therapy — so there can be more dinners with her family.

Same cause. Different promise.

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Why monthly? Because the front line does not wait for a campaign to end.

When a medic on the front line calls us at night to say he has run out of supplies, or a firefighter from Kupiansk whose generator was destroyed by a drone, we cannot tell them: *“Wait a few weeks until we close the fundraiser.”*

Ivana,

in this situation **you are the main defender of democracy**. Freedom and democracy begin with **every citizen taking an active stand**.

With your regular support you back an active civic voice long term. Join the active defence of democracy today.

Let us not accept this as normal.

Support the defence of democracy with a regular gift.

A one-off donor helps something happen.

A recurring donor helps make sure it keeps happening.

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An uncomfortable truth

Your donors don´t care that much about your organisation.

They care much more about your mission and clients.

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What do you say when you ask for a donation?

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If you write your donors:

- **WE launched...**
- **WE organised...**
- **OUR project...**
- **OUR programme...**
- **OUR organisation...**
- **OUR impact...**

Širime povedomie

O zabudnutých krízach informujeme s našimi partnermi aj tento rok. Tu je reportáž k Svetovému humanitárnemu dňu na STVR aj s Nadáciou Integra.



Who is the protagonist?

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Now put the donor inside the story.

Because of you...

You made this possible.

Together, we can...

Your monthly gift means...

Stay with us.



Same work. Different perspective.

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Don't send newsletters

At least, don't think about them as newsletters.

Organisation update	Donor communication
What we did	Look what you helped happen
Our project	Come with us
Our event	Meet someone
Our news	What do you think?
Our plans	Here's what we need next to help our cause together

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Fundraising without communication is hard work.
Communication without fundraising is a missed opportunity.

School has started. What now?

Children do not need help only in September.

They need to know they can go to lunch **with their classmates**, join **a club they enjoy** and not miss **a school trip** because their family cannot afford it.

They want what every child wants: to learn, to discover and to belong. That is why **regular help** matters.

Be there for the children all year.

Your regular monthly support helps families cover everyday costs that many take for granted, but which for others **are a heavy burden**.

Even a few euros a month can mean one child does not have to stand aside when the others go to lunch, on a trip or to a club.

I WANT TO GIVE REGULARLY

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one message – one clear CTA.

The donation is not the end of the donor journey.



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Your next recurring donor may already be in your database.

Repeat one-off donors

Former recurring donors

Donors from previous campaigns

They already:

- know you
- trusted you once
- understood the cause
- took action

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We sometimes see organisations move from donation straight to the next donation request.

THANK — acknowledge what they did.

SHOW — tell them what happened thanks to their help.

INVOLVE — ask, invite, bring them closer.

ASK ANOTHER DONATION — then give them another opportunity to act.

And after the second gift: start again.

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Make recurring giving the easy choice



- Is recurring giving visible?
- Are the amounts realistic?
- Do you explain why monthly support matters?
- Is the choice simple?

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Five things you can do today

1. Check your donation page.
Is recurring giving easy to find and easy to choose?

2. Read your last fundraising message.
Is it about your organisation — or about the donor’s role?

3. Look at your donor database.
Who has already shown that they care about your cause?

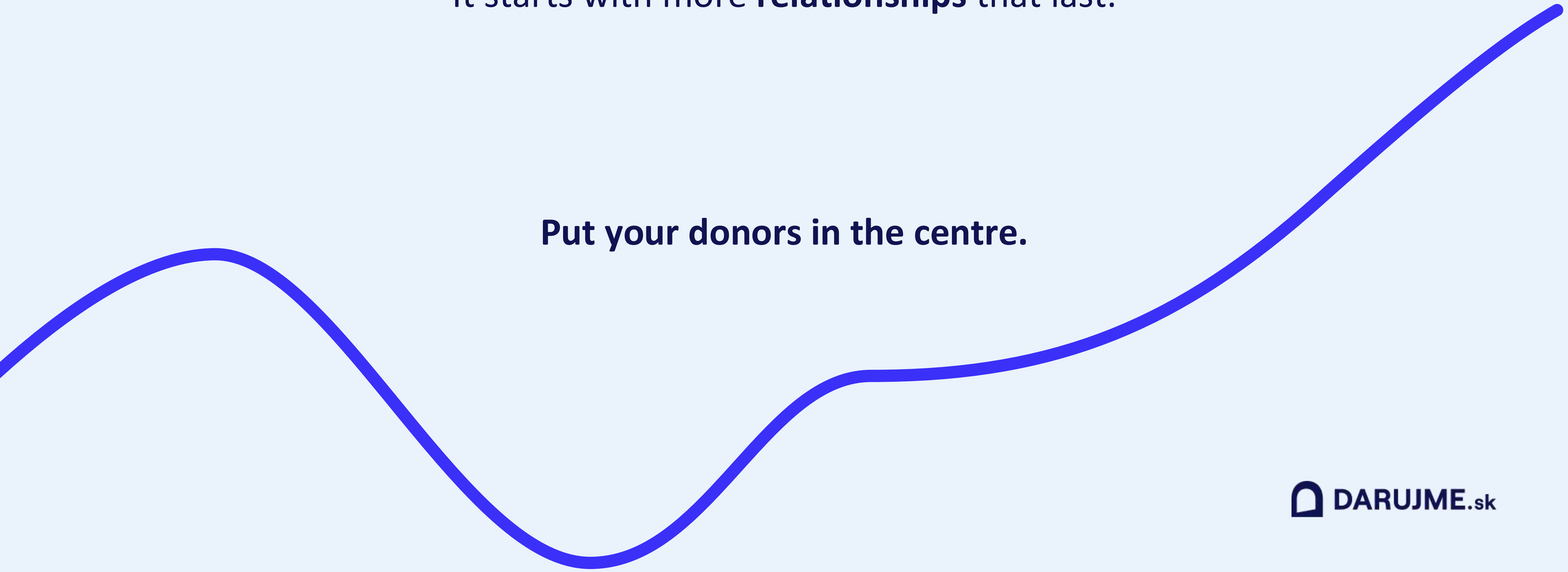
4. Check what happens after a gift.
What does the donor hear from you next?

5**. Make one recurring giving ask.**
Choose one group of donors and give them a clear reason to support you monthly.

Financial stability does not start with more campaigns.

It starts with more **relationships** that last.

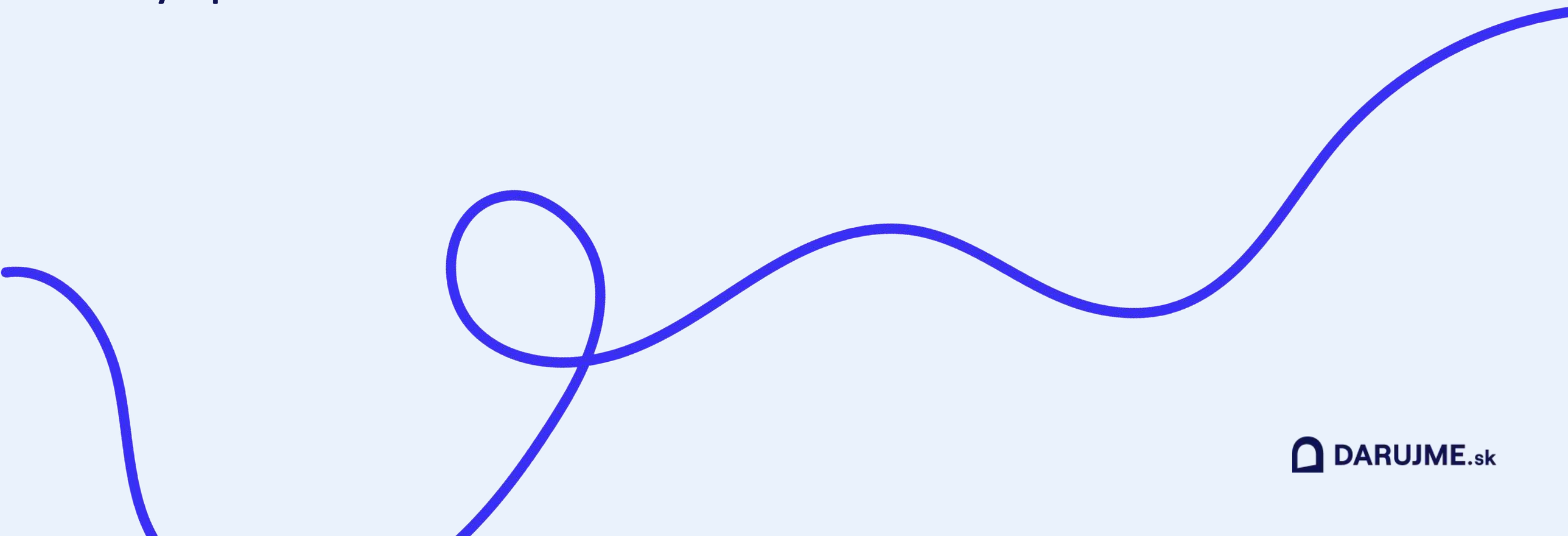
Put your donors in the centre.



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And now it is your turn.

Any questions?



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Thank you for your attention ❤



Zuzana Behríková

zuzana@darujme.sk
0918 433 758
linkedin.com/in/zuzana-behrikova



Ivana Hollá

ivana@darujme.sk
0918 326 566
https://www.linkedin.com/in/ivana-holl%C3%A1-999b9324b/

Get in touch, we are happy to help.

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