

Building Steady Support:

A Step-by-Step Guide to Launching a Recurring Donations Program at Your Business



Fresh Access Bucks (FAB), an initiative of Feeding Florida, is the state's nutrition incentive (NI) program funded with state and federal support. FAB increases access to fresh, affordable produce in underserved communities while supporting Florida's farmers and enhancing local economies.

Setting up a monthly giving program is one of the easiest ways to grow steady support for your business. This short guide from Fresh Access Bucks walks you through how to start — from choosing a platform to encouraging donors to give regularly.

Define Your Case for Support:

Start by clearly explaining why ongoing donations matter.

- Share what monthly gifts help you do — for example, “Your \$10/month helps keep our SNAP/FAB booth running, doubling the food dollars for local families.”
- Emphasize stability and impact: recurring gifts ensure the market can plan ahead and sustain key programs.
- Tell a short story or give a tangible example — how these funds help real people or specific market operations.

Choose the Right Platform:

You have two main options:

- **Website Integration:** If you already have a website, add a donation form that allows recurring gifts (look for platforms like [Donorbox](#), [GiveButter](#), [Square](#), or [PayPal Giving Fund](#)).
- **Standalone Donation Page:** If you don't have a full website, you can set up a single donation page through services like [Ko-fi](#), [Patreon](#), or [Zeffy](#) — then link it directly from your social media bios.





Tip:

As you evaluate platforms, ask yourself:

- Will it support monthly or recurring donations via credit card, PayPal, or ACH within my current setup?
- Is it mobile-friendly and easy for donors to give quickly, without creating extra work for my team?
- Can I track donor data and export reports in a way that fits my existing workflow?

Each platform operates a little differently, so focus on what integrates most smoothly with your current tools, processes and needs.

Create Giving Tiers & Perks:

Encourage all levels of giving!

- Keep entry amounts low (e.g., \$5, \$10, \$20 per month).
- Offer small recognition or perks:
 - Shout-outs on social media
 - Early access to market updates or newsletters
 - Simple thank-you gifts (market stickers, tote bags, or coupons)
- Emphasize that small, consistent gifts add up to big impact.

Make Giving Easy – QR Codes & On-Site Options:

Bring donation opportunities directly to your community:

- Print QR codes linking to your donation page. Place them at market stands, at your SNAP/FAB booth, on flyers, posters, banners, etc.
- At the market: train volunteers to mention donations and point to QR codes.
- Encourage both one-time and recurring donations — people who may not commit monthly can still give in the moment, and both are equally helpful.
- Add “Support the Market” buttons to your website and/or Linktree.
- Run social media campaigns featuring donor stories or monthly goals.
- Include a donation link in your email newsletters.





Be Transparent — Show the Cost Breakdown:

Help people see how their money makes a difference.

- Break down your operating costs by day/week/month so donors can understand the impact:
 - “It costs \$120/day to run our SNAP/FAB booth.”
 - “\$300/month covers outreach materials so we can bring healthy foods within reach of all Floridians”
 - “\$2000 keeps our booth running all season long.”
- Visuals (like infographics or simple charts) are powerful on both your website and printed materials.

Thank, Update, and Retain:

Show gratitude and keep donors engaged:

- Send personalized thank-you emails or notes.
- Share regular updates showing what their contributions have achieved.
- Highlight milestones (e.g., “helped support XX number of Florida farmers and small businesses thrive”).
- Keep communication genuine and warm — community is your strongest asset.



Track, Measure, and Improve:

Staying organized helps you set long term goals and recognize patterns in yearly/monthly giving.

- Monitor metrics like donor retention, monthly growth, and average gift size.
- Note who upgrades or downgrades their giving.
- Adjust your outreach and tiers based on what resonates most.
- Celebrate successes publicly — it encourages others to join!