What are Units of Impact

Campaign Rewards · https://connectionpoint.com/help/docs/what-are-units-of-impact/

Units of Impact translate a donation amount into a tangible, real-world outcome. Rather than asking supporters to give “$15 a month,” you can show them that $15 a month provides school supplies for one student. This language connects money to meaning, helping donors understand the impact of their contributions.

Units of Impact are especially powerful when paired with recurring contributions, because they reinforce value on an ongoing basis - reminding supporters every month of the change they’re helping to create.

Why Units of Impact work
• Donors give more when they understand the concrete outcome of their contribution.
• Recurring donors are more likely to stay when reminded of their ongoing impact.
• Descriptive amounts reduce decision fatigue and guide supporters to a giving level.

Recurring Contributions

Recurring contributions allow supporters to give automatically on a regular schedule - monthly, quarterly, or annually. For campaign organizers, this creates predictable, sustainable income. For donors, it’s a low-effort way to sustain long-term change.

When you combine recurring contributions with Units of Impact, each giving tier becomes a subscription to a specific, ongoing outcome. Supporters aren’t just setting up a payment - they’re committing to a result.

Using Descriptive Amounts to Build Tiers

Descriptive amounts attach a label or outcome to each suggested donation level. Instead of a plain number, supporters see:

Without descriptive amounts	With descriptive amounts
$5 / month $15 / month $30 / month $50 / month	$5 / month - Feeds 1 child for a week $15 / month - Provides school supplies for 1 student $30 / month- Sponsors a child’s education for a month $50 / month - Funds a classroom for one week

Creating Rewards for Each Tier

Each recurring tier can include its own thank you message or reward. Rewards are a way to acknowledge your supporters’ ongoing commitment and give them something tangible in return. They can range from a personalized email to exclusive access, merchandise, or recognition.

Rewards work alongside Units of Impact: the unit explains what the money does, and the reward acknowledges the person giving it.

Example: Tiered Rewards Structure

Monthly Amount	Unit of Impact	Thank You / Reward	Tier Name
$5 / month	Feeds 1 child for a week	Personal thank-you email	Supporter
$15 / month	Provides school supplies for 1 student	Monthly impact update newsletter	Champion
$30 / month	Sponsors a child’s education for a month	Exclusive digital badge + impact report	Advocate
$50 / month	Funds a classroom for one week	Name listed on donor wall + all above	Hero

How to Set This Up on Your Campaign

1. **Enable Recurring Contributions:** In your campaign settings, navigate to Contribution Options and toggle on Recurring Contributions. Choose the frequency options you want to offer (monthly is most common).

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4. **Preview and Publish:** Use the campaign preview to see how your tiers appear to donors. Check that the impact language and rewards are clear, then publish your campaign.
5. **Write Your Units of Impacts:** For each amount, define the specific unit of impact. Be concrete: "feeds 1 child for a week" is stronger than "helps feed children." Use numbers wherever possible

Tips for Effective Units of Impact

- Be specific and verifiable. Donors trust impact claims that are grounded in real programme costs or outcomes.
- Keep language simple. Avoid jargon - write as if explaining to someone unfamiliar with your cause.
- Use a human scale. “1 child” or “1 classroom” resonates more than aggregate numbers.
- Align rewards with tiers. Higher tiers should feel more exclusive, but all rewards should feel meaningful.
- Refresh your impact language periodically. As your programme grows, update the descriptions to reflect current costs and outcomes.
- Send impact updates. Use automated thank-you emails to remind recurring donors of their ongoing unit of impact each month.