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| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Subject: Reminder: Rick here's a couple of sample texts to ask for monthly gifts**  **An all-inclusive plan must include a monthly or reoccurring donor strategy, there are just too many benefits...**     |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  | | --- | | **Shape  Description automatically generated with low confidence** |  |  | | --- | | **Logo, company name  Description automatically generated** |  |  | | --- | | **Shape  Description automatically generated with low confidence** | | |  | | --- | | **A person wearing a hat and glasses  Description automatically generated with medium confidence** | |  |  |  | | --- | --- | | |  | | --- | | **Dear Rick,**  **This week we are going to review some pointers on monthly givers or monthly giving strategies.**  **But first, not that any of you really need it, here's some simple math:**  **The average median one-time or special gift is $150/year.**  **The average monthly gift is $30.**  **That's an annual difference of $210 or an increase of 240%.**  **However, with a retention rate of 25% for one-time givers and 80% for monthly givers the difference is monumental.**  **For example, if you have 10 donors give you a one-time gift & 10 more donors give you a monthly gift, the 5 year cumulative impact is an astonishing $10,109 or a 607% increase.**  **Here's 5 simple tips to strengthen your strategy for raising up more monthly partners:**   * **Create a value statement-proposition that demonstrates your need for monthly giving.** * **Make sure you have a dedicated webpage and/or giving page for monthly giving.** * **Use social proofing statements and testimonials expressing the benefits of monthly giving both for the ministry and the partner.** * **Make sure and develop well thought out monthly donation request "scripts" or text.** [**Here's a couple of examples.**](https://urldefense.proofpoint.com/v2/url?u=https-3A__r20.rs6.net_tn.jsp-3Ff-3D001kIfnLMZvOjhOrjgwCuFnad4ZtGFpK0LMJXgwX-2DJnwoNp6clYR-2DovPCZXwRf-2DeBung7uAe3BgpWRvbsvqdNNaUqgNBqYdYFqBqRQ7d6At4ep0Nr-5FCRbzV5Y9qwaFop8qhxngA45dydoRbP8dzIcFihWyRzE1-5FzhSgDHRcIITNIJn4JepWju-2DtB0-5FvJWAoBJDE-26c-3D-26ch-3D&d=DwMFaQ&c=euGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM&r=ie8Idtk0Mjzk7RsisUYiqeWap-wJhWhWwnghzD3iGZw&m=dkQQk42m7QqJSaD2s2SkZjDyefjimcYHrP5eMLFW2iE&s=Yn-UNw4-B0DtbQcv1-d6iY5fJ_xeZJojrSHnbRJDIKc&e=) * **Determine on your calendar a season (or two) when you will implement a monthly donor acquisition strategy and make sure you tie it in with See the Story/Be the Story events.**   **Hope those help. Questions? Need more ideas? You know how to reach me.** | |  |  |  | | --- | --- | | |  | | --- | | **Rev. Rick J. Fritzemeier**  **Multiply 417**  [**rjf@multiply417.com**](mailto:rjf@multiply417.com)  **(209) 541-5720** | |  |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | **Shape  Description automatically generated with low confidence** | | |  |  | | --- | |  | |  | | | | |  | | |