



Hey {First Name},

Have you ever heard of your Mobile Application ID? Me neither, until recently, and it was just one of the numerous topics that were discussed at a conference I attended in Texas last week. Some pretty amazing insights on all things digital; email, giving pages, and a variety of software platforms. **Email me** and I'll tell you about M.A.I.D. I think it's a bit unsettling actually, based on what they can do with it.

A couple of weeks ago I shared these interesting statistics

Avg. retention rate for all donors is 48%

Avg. retention rate for first time donors is 25%

Avg. retention rate for donors who are/have giving their 2nd gift+ is 60%

Avg. retention rate for a monthly donor is 90%

In that tip, I talked through three simple ideas to help improve your overall retention rate. But here's an even bigger one; **Create a Welcome Series** for all new donors. Don't just thank them once with their receipt, thank them numerous times, each one having an additional strategic value and/or purpose in your cultivation messaging.

In fact, in their material, the research geniuses at **NextAfter** suggest 8 emails! That's right 8! In my Youth for Christ chapter, we used 4 of these very effectively.

Here's a glimpse of the first 2:

Email 1: The Thank You Email

The goal of this email is to establish trust, competency, and connectedness. This letter can probably come from "administration" but should be in the first 48 hours after receiving the gift. This email very likely might come from an automated work flow you've created with your CRM, your giving page platform (i.e. Giving Fuel), or even your email marketing platform (i.e. Constant Contact). Make sure this static email is re-written often.

Email 2: The Welcome Email

The goal is to establish trust, competency, and connectedness. The primary issue here is a true greeting and thank you from key leadership. Chief Development Officer, Executive Director or Board Chair. Again, this email may be in an automated process, but just like above, you've got to make sure this email gets reviewed and re-written often.

Want to get help with the other 6? Or just want help thinking through what might be best for you and your chapter? Let me help. Just hit reply and email me back or call (209) 541-5720

P.S. Congrats to **Deann Cleveland from Greater Missoula YFC**. She wins the Starbucks gift card for responding to the poll from last week.

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