



MULTIPLY 417

Passion: The Bridge between People and Purpose

Monthly Donors Part 2

Dear Rick,

Wow, apologies. Who knew that tutoring and caring for a 13 year old could consume so much time and energy. Oh that's right, you all probably did (do)!

Hopefully you can refresh your memory from our part 1 tip 3 weeks ago about monthly or reoccurring partners. The statistics about life time value are simply amazing, so now what? Well here's a couple of ideas for you to consider.

1. Develop a consistent "script" that highlights the value of monthly partners. I wouldn't suggest talking about the security it provides, or it being easier for your CFO's health. But I would compare it to the consistency, and stability that we strive to provide our students, teens as a part of our ministry to them. Suggesting that stable and consistent partners BETTER ENABLE us to provide that same kind of love and ministry to teams is extremely true and a strong passion point.
2. Create a regularly scheduled strategy (campaigns?) of chapter wide times when monthly partners will be the highlight of all partner presentations, social media posts, other modes of communication you utilize.
3. Consistently thank monthly partners for being MONTHLY partners. You'd be amazed how often this isn't done.
4. Create a communication schedule where you acknowledge the length of time someone has been giving monthly. Yes, thank them on their anniversaries. 1 year, 5 years, 10 years. Depending on your own wisdom, this could even have a public face to it (facebook post? Obviously, you would never mention the amount, but I could see a graphic or something that places folks names on a pyramid based on how many years they given monthly (or not). Like I said be super wise if you decide to do something like this beyond just a personal letter to the partner acknowledging their anniversary.

Next Week: Creating a giving club, giving circle, etc.

Want some help with any of these ideas. Just [mail me here](#).

Passionately,

Rick

P.S. I've written a number of "scripts" to be used for monthly partner letters. Call me if you'd like to see some ideas.



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www.multiply417.com

Multiply 417 | 1812 Legend Dr, Modesto, CA 95357

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