



MULTIPLY 417

Passion: The Bridge between People and Purpose

Monthly Partners - Giving Clubs Part 2 of 2

Dear Rick,

To review, we want to increase or strengthen our monthly giving partnerships. One dedicated strategy to do that is to create what is called a Giving Club.

Why use this strategy?

So here's a few reasons for using this strategy:

1. **Belonging:** Joining a giving club with the right name and the right value proposition equation is a powerful thing. People like to belong, be a part. Understanding this basic bit of psychology and appropriately appealing to it is just smart and strategic. Just make sure you really do deliver on the club membership "promises" and you've got a potential winner.
2. **Value Added:** We all like value. We like the notion of getting just a bit more. A giving club, honestly and legitimately provides extra value. Your responsibility here is to make sure that you really do offer value and I don't just mean through the bling you give them (a book coffee cup, pen, banner, etc.) I'm meaning in your "extra special" communications plan you build up for your giving club members.
3. **Stability:** Research suggest that monthly partners who just respond to a monthly gift request end of giving 9-10 of their 12 gifts. Certainly auto-giving, ACH, and the like have improved that, but only a bit. But "JOINING" a Giving Club increases the faithfulness factor to n5/month early 100%. By making it mean something to them, they make it mean something to them and that elicits an even stronger commitment and degree of faithfulness.

Okay, so let's create a Giving Club and that means we need:

1. **A Name** -
2. **Giving Array amounts** -
3. **Dedicated Giving Page** -
4. **A Value Proposition** - directly tied to the giving array amounts and it needs to make sense. So, for example, you crunch the math and realize it costs you \$50 a month for each teen mom you work with for a year. You build out what happens for that \$50 each month, then tag it to your median giving array button. It then follows that your \$25/month button provides half of the above things or services, OR only provides it for six months. On the upside, you can also create \$75/month and/or \$100/month buttons. similarly tying them to a prorated amount or length of time based off of the \$50/month scenario.
5. **Gifts or swag** - Very reasonable and/or relatively inexpensive gifts can be a nice "benefit". Make sure you brand them well, but also understand their primary purpose is to serve as a connector between your partner and the giving club specifically and as a financial partnership in general.
6. **Dedicated Giving Club communication** - Serves a similar purpose to the gift or swag as far as attempting to create a stronger connection for them DUE TO their involvement with and/or commitment to the giving club. For example, create a special "SLACK" channel for them that allows for a sense of bi-directional electronic communication. But this could also be a special email, special newsletter, or special video from the XD. Get creative.

Next Week: Do you have ministry staff raising support? What are the three key elements of helping them plan their strategy, track their progress, and ultimately hold them accountable?

Passionately,

Rick

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



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