



MULTIPLY 417

Passion: The Bridge between People and Purpose

Monthly Partners - Giving Clubs Part 1 of 2

Dear Rick,

So we want to improve and grow our number of monthly or recurring partners. According to Classy, their most successful clients receive 26% of their total income through recurring partners. That's a significant number, so let's create a significant strategy.

What if we make it something special? What if we create something that is unique, a bit fun perhaps, exclusive (except anyone can join), and value proposition driven (both for our ministry AND the partner). What if we further incentivize it by making sure it generates a sense of belonging through a ramped up "special" communications offer. And of course, we drop in some fun, cost effective gift(s).

When we wrap all of that up in a plan you've managed to create a:

- Giving Society
- Giving Club
- Membership Club
- Giving Subscription

Now don't get confused by these titles, they all mean essentially the same thing.

But why use this strategy? What's the big deal and how is it different from just our standard appeal efforts, where we give folks options for one-time or special gifts vs. monthly gifts.

Before I list just a couple of the reasons behind why this strategy works, let me FOREWARN you, this list (and strategy) is derived from a basic understanding of how most people think, i.e. that means psychology. Honestly, I get it that some folks tend to think that anything that comes with that string attached (psychology) is bad, wrong, and at a minimum manipulative. If you are assuming or predicting a response based on psychology, how is that relying on God to provide?

If that's your perspective, I get it...honestly, I do. But please still consider it as a favor to me and try to finish reading this tip. A couple lines in an email won't really be enough to make my case and ask you to consider changing your opinion. But it just might give you a few ideas to toss around and ponder for the future.

Here's my opinion.

I don't believe that understanding how God made us and then utilizing that knowledge as a part of a strategy is a problem ethically or morally, if (and that's the operative word), if you keep your intentions or motivations aligned with our Biblical mandate from Phil 4:17. It's not the behavior that needs to be monitored, it's our motivation. Huge topic here which I can't remotely do justice to in this email. So again, if this strategy gives you pause, then by all means pause! Want to talk more about it, give me a call. I'd love to discuss this topic more on the phone or a zoom call.

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 nearly 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** - Reaching One More, Transform One More, One More Story, Be the Story. You get the idea here. Yes, there is some salesmanship involved. So pull 7 people into the room and brain storm for an hour plus and you'll come up with something of substance. The real goal here is alignment to the purpose. Are you trying to grow another ministry site? Increase your served population by a certain amount or in a certain area? The intended goal should drive this name. If you were going to hang up a banner when your dream is accomplished what 3 to 5 words would be on the banner? By the way you don't have to create a name with a cool acronym, but eventually you will find the tendency to want to start using an acronym, so just be careful..Discipling Onward One More
2. **Giving Array amounts** - Don't go crazy with 5 or 6+ giving amount levels. Giving page optimization stats tell us keep our array to 5 or less choices, including your OTHER selection, so that means \$10, \$20, \$50, \$100, or, or, or. The real issue here is connecting the amounts to a ministry value. Do some math. To have one teen in Campus Life for 12 months, including summer camp cost \$75/month (I just made that up). So my giving array is going to be \$25, \$50, \$75, and \$150 per month
3. **Dedicated Giving Page** - Please DO NOT send these folks to your general giving page/landing page. Create a giving page specifically dedicated to this strategy, and that includes an appropriate amount of explanation text, continuation of the story line, and yes the monthly giving array as button choices. Um, yes, yes, I can help with that!

Next Week: We will wrap up the things needed to begin offering your Giving Club and finish our 4 part series on monthly giving.

Passionately,

Rick

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



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