



# MULTIPLY 417

Passion: The Bridge between People and Purpose

## Development Skills Series Effective Emails Part 2 of 3

Howdy, Rick,

In the midst of talking about development philosophy (why we do development and why we do it the way we do) and strategy (how we do development), there is a third critical dimension and it involves the various skills we must implement to successfully engage, appreciate, and grow our partner base. Principally, they are written communication, telephone communication, and in person communication (appointments).

Last week's tip got us started, so let's continue on with 4 more effective email tips.

**6. Propose a Solution** - You showed them the problem or gap or need. Now show them how you have the expertise and/or track record to solve it. But explain the solution.

**7. Clearly define their impact** - People want to know their gift, sacrifice matter. Make sure you tell them in no uncertain terms how it did. Use very specific and inclusive language that brings them not just on the bench, or on the field, but into the huddle.

**8. (Optional) Add an incentive** - This means an additional reason to give NOW. It doesn't have to be a gift but in some carefully crafted instances it could be, but just be very careful with this notion. More creativity and less transaction will always be best. But other incentives are also legitimate. Find one that is ethically true and run with it. A deadline? A unique opportunity? Like I said, be creative.

**9. A Clear CTA** - When it comes time, be sure your CTA (that's Call to Action) is crystal clear. Use well designed and optimized giving arrays ([www.multiply417.com/donate](http://www.multiply417.com/donate)) to make sure and create the best ratio of conversions (sorry, conversions is the technical term) possible.

I'd be more than happy to talk through these specific tips with you if you are interested. I also offer a variety of ways I can help give some input or even impact editing with your current communications. That might mean your main newsletter, thank you letters, partner ask letters, or even your staff's newsletters to their missionary teams. Just email or call me at (209) 541-5720

**Next Week:** Written Communication - Emails Part 3 of 3

Passionately,

Rick

Rick was incredibly helpful to our staff while editing our monthly newsletter correspondence. His ability to edit each staff member's letter to make the content direct and poignant was a valuable coaching tool for our chapter. We are grateful for his thoughtful time spent helping us to improve the future materials we send out.

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