



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip

Partner Satisfaction

Part 1

August 15, 2022

1. Start engaging early

Only 20% of first-time giving partners give a second gift. This isn't because they don't want to — it's because we don't know how to shift gears after the initial gift has been received. Make a commitment to continue your post first gift relationship with as much zeal and energy as you spent securing that first gift.

Consider creating an entire new partner thank you series of communications that take place over the first 8 weeks of a new first time gift. To raise dollars that come with much higher margins, we're going to have to learn how to have simple yet meaningful conversations with our giving partners much earlier in the process.

2. Look for new connection points

Explore a variety of communication channels. Begin the process of learning what channels, both inbound and outbound, are preferred by your giving partners. Note channel preferences in your CRM and create segments that are based on channel in addition to your channels that are based on giving.

3. Make it personal

Meaningful engagement, as personalized as possible, can go a long way in creating a long-term relationship. Development Professor and Author Dr. Barry McLeish talks about the three critical realms we must create for the partner to ensure meaningfulness. The 2nd of those three is connectedness.

Once giving partners feel connected to the cause or beneficiaries they are supporting, they often assume a sense of responsibility and ownership towards it.

Creating honest, personal relationships with partners, especially major partners is critical to long term Kingdom success (and Kingdom



What a shame, because both of these are easy to accomplish, enjoyable to do, and obviously are incredibly effective components of creating fiscal stability and long-term growth.

Excuse me Nike; **JUST DO IT!**

ECFA, Candid, & Charity Navigator Seal of Approval

Social proofing on your giving page (and in other places, like your newsletters, etc.) is an important step in demonstrating best practice development knowledge and strategy.

Sadly in an ever increasing culture of skepticism (some rightfully so), it is important we help partners know we can be trusted and that includes fully transparent and solid oversight of our finances.

For a reasonable expense (or none in some cases) you can fill out the online application for "membership" and then add their seals to increase partner confidence. I'd be glad to help show you how, but both sites easily explain the simple steps to follow to create an account and download their seals for your public usage. But Just call or [email](#) (freebie) if you need some quick help.

P.S. Candid was formerly known as

success means for the Org., the mission audience, and most certainly the partner)

Guidestar. Both they and Charity Navigator occupy a similar space in the secular non-profit world.

4. Show appreciation & impact

84% of partners who DO NOT give a second gift, site, lack of appreciation or no sense their gift is making an impact.

Next Week: 4 more tips to create satisfaction and better engagement



Multiply 417 is pleased to show our seal of approval from Candid (Giving USA) as a part of our commitment to best practice development and fundraising procedures. The ECFA symbol is for demonstration purposes only while we await application approval.



Multiply 417 | 1812 Legend Dr, Modesto, CA 95357

[Unsubscribe rjf@multiply417.com](mailto:rjf@multiply417.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by rjf@multiply417.com in collaboration with



Try email marketing for free today!