



**MULTIPLY 417**

Passion: The Bridge between People and Purpose

## Weekly Tip Partner Satisfaction Part 2

Aug 22 2022

### **5. Don't shy away from sharing challenges**

Lousy title, but great book by Patrick Lencioni called GETTING NAKED, challenges an age-old notion that you never share about debt, challenges, struggles or woes. But the truth is, being honest and transparent are the very elements that create better trust and further ownership. It's critical to not only share big wins with giving partners, but also the obstacles and challenges your organization is facing. One of the lessons a donor taught me is that they truly want to be partners with you on this journey. They don't only want to hear about the exciting updates; they want to be mentors and supporters. Welcome the opportunity to bring giving partners alongside as true partners.

### **6. Take a systematic approach**

Partner expectations vary and can be extremely diverse. Nonprofits need to invest in building systems and processes internally to deliver communications and personal touch points that span a broad spectrum of needs. Use a combination of your CRM and your faithful activities strategy to both track what you do by way of partner engagement communication, but also to plan for it into the future. You can do this for key individuals on an individual basis, but also create a plan that's a bit more of a macro communication plan for larger segments in your CRM that are not covered by an individual engagement plan. I use a fairly simple chart to help me map out my future communications with each donor.



### **8. Accept help in other ways**

Don't forget about the time and talent aspects of giving. We know that the more an individual is vested into your organization the more "ownership" and sense of responsibility for it they take on.

Also, make sure you have a communication plan that offers partners alternative ways to give. Stocks, crypto, and other assets can give certain giving partners with capacity, another avenue to financially invest in your organization, while also being tax savvy.

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### **Development strategy that is Biblically aligned**

I've recently launched a very customizable coaching, training, and development strategy package, offering a prospective ministry 6-8 hours per month of service and help.

Per the needs of the ministry (or

[Email me](#) and I'll gladly send you the grid/chart I used to map out my engagement plan.

**7. Remember to say "thank you".**

I can't really understand why this would need to be mentioned, but according to major research places like Candid, Next After, and Freewill, less than 75% of non-profit organizations send out regular thank you's to partners or for gifts received.

Do not ever let this be said of your organization. It's not biblical, it's not wise, and it robs you and your partner of the JOY that should be involved in this exchange.

chapter) we can work together to custom design the best application of those hours, ensuring you get a great return on your investment. Interested? Give me a call or [send me an email](#) and we can talk more.

**Next Week:**



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