



MULTIPLY 417

Passion: The Bridge between People and Purpose

BOO! Here's some bite sized and spooky tips

Oct 31, 2022

Okay, you will have to decide if these are tricks, treats, or tips. Because actually they are just simple facts.

Manage them well, that 's a treat. Not so much, that's a trick.

And I know we all want to hear that old guy in Indiana's Jones' The Last Crusade movie commend us with his famous, "You have chosen wisely"!

70 Trillion dollars is transferring generational hands over the next 20 years. **Do you have a legacy plan?**

Between 22%-32% of your annual giving is coming between Nov 25 and Dec. 31. **Do you have an EOY plan in place and ready to go?**

The national average for retention is 48% **Do you know what yours is? Do you have a plan to increase it?**

There are no less than 19 different ways to improve your giving pages, and your campaign pages. **How many do you currently employ?**

Despite our objections (I'm just going to presume here), research based statistics tell us we should ask for a 2nd gift from a new donor within 90-100 days. **How soon do you ask? What is your plan between that first and second gift (request)?**

The average crypto gift is \$7000. **So are you asking for crypto gifts? Do your staff have some scripting or training in how to ask, since it is the under 40 age group that most likely will give this**



Email marketing help? Just let me know.

I've earned a series of certifications, on the way to becoming a Certified Fundraising Optimization Specialist. Yes, that's a thing (CFOP).

Depending on the traffic level you are handling through your landing and giving pages, making just a couple of simple changes based on the research around donation pages, you could be talking about a difference of \$1000's per year in increased giving.

**Get Optimized
here!**

Teaching your staff biblically based development

8 years as the National Coordinator for Development Training for YFCUSA and

gift!

40% of millennials are enrolled in a monthly giving program. **Do you have one? How have you customized it to appeal to this important demographic?**

Okay, there's only about 100 more of these, but some kids are ringing my doorbell again.

My apologies, as I re-read this I realized, no treats, no tricks, not even any tips, just teases!

But, I do know where the candy is!

Just Ring the Bell here!

now 2+ with my ministry at Multiply 417, I've trained a lot of ministry staff and Executive Directors in development-fundraising.

I know finances can be tight. I know you have a great responsibility to be fiscally wise. But I also know you've must make some wise investments in your foundation, structure, and systems.

Allow me an opportunity to be one of those investments. I can and do provide training, coaching and consulting that will reflect a positive, ROI (spiritually, emotionally, team morale, and yes, financially).

I know how to provide training that converts into implementation and positive behavior (or skill) changes.

But if you want to double check, feel free to interact with a few of the chapters I've already had a chance to serve. Becky Wilburn at Chicago YFC, Craig Dickinson at Lane County, or Jameson White at Fresno.

Once you are convinced, let's talk about letting me help you plan what kind of training and/or coaching might be the next step to a whole new level of impact.

Because of my Multiply 417 partnership team, we can create agreements that are very affordable

Just email me for help or call (209) 541-5720

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