



## MULTIPLY 417

Passion: The Bridge between People and Purpose

# Urgency in our appeals -What do you think?

Nov 21, 2022

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Let's get an important issue out of the way, right up front.

I want every bit, ounce, fiber, and element of my fundraising to fully honor the Lord, the Kingdom, and the very things I teach about Biblical fundraising/development.

But, that doesn't mean (IMHO) we can't use some of what we might call the secular or the psychological aspects of human behavior in our development strategies and tactics.

I believe our commitment to "the divine" requires constant vigilance of our intent and motivations, more so than just a simple behavior. (Please note, this is absolutely NOT true in all situations).

If you strongly disagree, hey no problem, but you may want to stop reading now! But then again, keep reading, and then let me know (politely) why you think I'm wrong.

If you are still with me, let's briefly talk about why and how we want to use urgency in our appeal or call to action (CTA) communications. But first some LAWS of HUMAN BEHAVIOR.

**Parkinson's Law** says we will fill up the time given to us to accomplish a task, no matter how otherwise quickly we could have accomplished the task.

**Yerkes-Dodson** says the nature of urgency and the "stress" it brings with it causes a measurable improvement in efficiency.

**RJ'S Law of Thermodynamics** says people are terrible procrastinators. They really want to "do it". They really want to

Giving Page

1. Use a countdown clock
2. Use a thermometer with the remaining time a different color
3. Big, bold text in title, sidebar, etc., that remind them of the deadline.

Or course, this is just a very small sampling of some of the ways you an honestly add urgency or a deadline to your appeal. Want some more ideas?

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## Challenges?

1. Don't make up the deadline date. Arbitrary will bite you in the... Plus, it's like sort of dishonest. So don't do it.
2. Don't change the deadline. I'm thinking this is more common with matching gift challenges. "We have a gracious donor who will match up to \$30,000 for every dollar given by "xyz".

Except then you don't get there and come to find out the date was your doing and not really the donors. I suppose in some settings you can truly get permission form the donor to extend this offer. But be careful. Be genuine!

Email me and ask!

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## Here's a Fundraising Idea:

You probably know about Smile.Amazon.com. It is the site an individual can go to for their amazon

help, but life just gets in the way.

Hey, we are taking care of my daughter's two dogs for the next 10 days. We already have a dog, a cat, and three fish. It's a veritable zoo here. Stuff happens, usually involving paper towels and carpet cleaner. I'll click that give button later.

The bottom line, using urgency in the right way at the right time can improve your click-through rate (from your email to your giving page) to your conversion rate (how many people give a gift). Honestly, it truly helps most people to follow through with what they already want to do.

### But how do you add urgency?

Email

1. Make sure you state a deadline or timeline in the body of the email.
2. Use a P.S. to restate the deadline
3. Put the deadline on the outside of the #9 (this is a snail mail tip, not email) return envelope

orders, but on this site, they select a charity of their choice which then amazon will donate a small percentage of the purchase (.5%).

But did you also know you can create a "named" wish list, (feel free to go to [Multiply417's wish list](#) and make a purchase) and then send out a URL link to your partners, asking them to consider purchasing an item from your list?

I know you've encountered different reasons, "pocketbooks", and mentalities for why folks give or partner. Physical, tangible "things" are one of those items, that are just more appealing to some folks. On a grander scale, we know "brick and mortar" (building campaigns) work, because they appeal to a different aspect of what people like to give to or their internal reasoning for joining in.

Here's one relatively small, but very tangible way of offering them an opportunity to express that "passion".

What do you think? Please let me know.

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