



MULTIPLY 417

Passion: The Bridge between People and Purpose

2 Quick Tips for RIGHT NOW

Nov 28, 2022

Okay, so my intention was to get this off to you on Saturday, so you just might have a chance to tweak even a few things for today (Giving Tuesday +1) and tomorrow (Giving Tuesday).

But clearly that didn't happen, so real down and dirty...consider these changes. Truly, my apologies because there is a broader context to be talked through, and probably some reminder as to what I mean about best practice and Biblically honorable asks, but time won't allow it for now.

Yes, I just said trust me (lol).

Change your Giving Array

Change your giving array to include higher dollar values in the final two choices! Yeah, like \$25, \$50, \$100, \$1000, \$2500.

Here's an example

Ask more Frequently

Here's the deal, ask honorably, ask smartly, ask from the perspective of Phil. 4:17 and how it describes our motivation for the ask.

But ask more often, especially so in November and December. People need to be reminded (a bunch) and I'll give you 100 to 1 odds you error on the side of not asking enough.

Sorry, this is harsh, but if you are practicing and implementing really well thought out and Biblically sound asks, but don't ask often enough (again, especially

Here's a Fundraising Idea:

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

Email me and ask!

Email Envelope Say what?

Yep there are 4-5 elements to what is known as your EMAIL ENVELOPE.

during this very hectic and distracting season), then you are CHEATING people from an opportunity to participate in Kingdom focused, passion purposed, generosity.

Oh and just to make sure I'm clear, that means I'm suggesting you email them an ask a couple of times a day (today and tomorrow) and again on December 30 and 31.

I substantially changed one of mine in this email. Did you spot it?

Let me know if you did!

So this is silly, but what's new for me. I leave Wednesday for my 6 month Cancer check up and then head off for a week with grandkids in Missouri. That added to the time crunch to get this tip off to you. So no way will this missive be spell checked as well as it should be. My apologies.

What do you think? Please let me know.

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