

Merry Christmas



Yes, it's that important! More end-of-year writing thoughts.

Dec 12, 2022

Hey Rick,

Let's start over with our conversation about writing your end-of-year appeal. Whether it is email or snail mail let's look at a grid or filter you might use to think through the content creation or maybe think of it as a part of a structured outline.

Don't abandon the other tips, but let's zoom out to the 5000' foot view and make sure our letter or appeal, answers three basic **Why** questions. Note, these questions come from the partner's perspective.

3 Why's

Why Should I Care?

Sometimes, I think we are so quick and understandably, so excited to share our stories and/or our results, we forget to make the case as to the need, the problem. Further, we skimp on the corresponding opportunity a partner has to be a part of solving that problem.

It's great 40 more teens went camping last year, and you hope for 60 new teens this year. But why is camp important? What "problem" does it solve?

Showing both an emotional and factual (or functional) gap, discrepancy, or problem, and then the opportunity they have to be a part of closing the gap, or solving the problem, expresses to them **WHY THEY SHOULD CARE.**

I don't mean for this next bit to sound crass, or cynical, but "lost teens are going to hell every day" (which is totally true and honestly should be more than enough) might not be enough of an emotional line in the sand to move a prospective partner to action. Sorry, what should be and what is, aren't always the same.

But, (in truth, sadly), there are lots of gaps and correspondingly, lots of opportunities to present which very well might be the kind of motivation or more to the point, emotional connection they need to help them CARE!

Why Should I Give to You?

If there's a problem regarding teen at-risk issues and you are on Youth for Christ staff, then you ARE AN EXPERT at solving these issues. Non-YFC readers (thank you, by the way), same thing.

What is your ministry's vision, goal, and/or target audience? I'll bet you and certainly, your organization can demonstrate a level of expertise, experience, and knowledge to legitimately suggest you are experts at solving this problem

I have a client partner in Denver, Re-fined, who rescues and ministers to women (and men) helping them escape from the sex-trafficking industry. Trust me when I say, I've seen their expertise. Be it their knowledge of the culture, psychology, economics, sociology, and/or generational patterns, or their experience in working with these women over many years, they can humbly, but quite confidently demonstrate (and claim) expertise in this ministry arena.

We know as a general guideline, that donors are increasingly suspicious and questioning of whom they give to. Actually, in many ways, that's not a bad thing. But you have an opportunity to stand out in your requests and appeals because you can confidently show their investment with you will have an impact. It will accomplish something of value. You can definitively answer the question, WHY SHOULD I GIVE TO YOU?

Why Should I Give Now?

Okay, this will cause a headache because the simple answer is URGENCY. Which, fortunately, there are two main categories.

Spiritual - Theologically, if a teenager enters eternity and has not made the decision to trust Christ as their Savior, they will spend an eternity in hell. There couldn't be a more compelling and legitimate urgency as to why we need action now, and why the donor or partner needs to correspondingly also take action now.

But please be cautious about how you use this. What I just wrote above is absolutely true. But as it relates to putting it in a letter and using it as a "leverage" point is at best tricky, and may be viewed as manipulative.

I could write more about this, but I'm not a theologian, and it would become a 19-page tip, which no one would read anyway (and that assumes you are even reading my 2-page tip, lol).

My opinion...this is a real truth and truly urgent, but I'm going to be exceedingly careful how (or if) I express it in written form, when asking for a gift.

Event/Campaign/Timing - Which is why it is great we have another category that is much less fraught with spiritual strong-arm potential and much easier to legitimately express in written manner for a snail mail or email type appeal.

You want them to give a gift to your annual Christmas campaign and for tax purposes, they need to give it by December 31!

You want to take 60 more teens to camp and the registration deadline is May 1.

A gracious partner has offered a matching gift, but placed a deadline of April 30th for any gifts to be counted. (THIS IS A GREAT ONE BY THE WAY)

Multiply 417 is offering a discount on fundraising coaching hours, but you have to pay him by Dec 13. Oops you missed that one.

Now what?

Start crafting the rest of your end of year appeals, or other ones for that matter and at least consider answering these three questions.

Take a look at your last appeal letter (Giving Tuesday, perhaps). Do you see the answers to these three Q's in that appeal. As a mental exercise, how would you re-write it and include those answers?

If you would like me to look at one of your written appeals that you've attempted to re-craft in

light of the three WHY's, I'll gladly give it a critique if you email it to me. Please make sure the subject line is clear with something like "3 Why's critique request" or whatever.

Rick

P.S. Forget end of year appeals for just a second. Don't worry about writing. Consider, for just a second, do you answer these three questions when you are sharing at an appointment, your Be the Story, your See the Story, your Banquet? Can all of your staff (whether for fundraising or not) clearly and concisely answer these questions in a conversation?

Email me your
letter!



Tell me what you
think!

MULTIPLY 417

Passion: The Bridge between People and Purpose

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!