



MULTIPLY 417

Passion: The Bridge between People and Purpose

So are you still thinking about using Crypto?

Sept 26 2022

Just the facts, Ma'am!

Strategy 1 - Educate

As of current statistics, 20% of Americans have now invested in Crypto. That means there is a very good chance you already have partners that are crypto owners.

1. Make sure they know you accept crypto.
2. Express (briefly) the tax advantages by donating crypto: reduction of "sales" tax and capital gains taxes.
3. Use social media to make partners aware of crypto donations. There is a high correlation between extensive social media usage and crypto ownership.
4. Use all of your marketing channels for dedicated and specific information about crypto giving and its advantages. Create a rhythm of sending out these communications at least 3-4/year, as a part of a larger non-cash asset giving "campaign".

Strategy 2 - Make it easy

Simple and straightforward;

1. Make sure it is on your giving page and landing pages. You may also want to add it to your front page pull down menu. Take a look at <https://multiply417.com/>
2. Create a specific crypto giving page (talk to me). <https://multiply417.com/give-crypto-2/>
3. Use your P.S.'s to promote with hyperlink and/or QR code.



Teaching your staff biblically based development

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

Strategy 3 - Sell now

Let's be clear, crypto is amazing and as volatile an asset as you will ever deal with. Establish clear, board approved policy, that most likely should say "sell now"!

If your processor or platform support personnel can set up it, create an auto-liquidate plan.

Next Week: More strategies for securing crypto, including those crazy NFT's

help you plan what kind of training and/or coaching might be the next step to a whole new level of impact.

[Email](#) or call (209) 541-5720

On a more personal note:

Yay, I'm home!



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