



MULTIPLY 417

Passion: The Bridge between People and Purpose

Check your Calendar

Dec 26, 2022

Hey Rick,

A couple of quick calendar notes for your consideration;

Calendar #1

Late January through early February is considered the most effective and efficient time of the year to request, ask for, or mention the potential for a partner to consider converting to a monthly (or recurring) gift.

So?

Consider creating a special "campaign" sharing the importance and huge impact monthly partners have on the ministry. I've shared briefly about Giving Clubs, "Giving Memberships", or Giving Societies in the past, but this is definitely the time of the year to focus some additional energy and effort on the topic.

As a quick reminder;

The average monthly gift is \$35-40/month.

The average new one-time gift is between \$135-160.

Let's just use the \$35/month and the \$160 One-time for this analysis.

Presume 5 new donors of each type.

A monthly donor's retention rate is 80%, One-time givers, sadly, average 30%.

Year-One the income difference is only \$1300.

Year-Five the difference is \$5919!!!

In fact, you would have to raise up 5 new \$1000 donors to break even over the 5 years as compared to the 5 monthly donors. This is NOT an argument suggesting we abandon our major donors or special gift strategies. But hopefully, it does explain the reason we must also have strong acquisition programs that dovetail into monthly giving lift strategies.

Calendar #2

Certainly, some of the "awareness" days, like Giving Tuesday or Give Lincoln have created a very worthwhile energy or awareness (marketing, promotion) that has made sense for us to tie into.

How far or how many of those days can be taken advantage of, seems to be a bit unclear to me, so proceed with caution, but I did want to make you aware that there are at least 3 different "days" with regard to youth or adolescent or teenager mental health in 2023.

March 2, 2023, is the World Teen Mental Wellness Day

May (TBD) 2023 is the National Children's Mental Health Awareness Day

Sept 18, 2023, is Youth Mental Health Day (FYI - UK in origin, not sure what its spread is to the US)

So?

I'm pretty sure we all agree, the mental health crises our young people are facing, merits additional focus, intentionality, and perhaps some dedicated strategy.

I would not suggest you try to tag on to all three and I suppose be careful about appearing overly opportunistic, but if you are truly addressing these matters, then you better believe there are partners and prospective partners out there that just need to be made aware of some special ways to get involved.

By the way, some of your strategy and connected need could/should be about more than just money. Volunteers, prayer teams, and advocacy teams also could be brought to bear in a substantial way with a well-rounded plan.

Happy New Year,

Rick

P.S. I'd love to help. In fact I already have a complete Giving Club strategy designed and ready for implementation. Please call or email. Together we can advance YOUR mission in 2023.

**Email
me!**



**Tell me what you
think!**

Multiply 417 | 1812 Legend Dr, Modesto, CA 95357

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