



MULTIPLY 417

Passion: The Bridge between People and Purpose



The average non-profit 25-40% of your entire annual income is received between Giving Tuesday through December 31st.

With those kinds of statistics you can't afford to not approach those final 40-45 days with lots of prayer, planning, and purpose.

Through my friends at NextAfter and a series of classes I've finished, I've earned certification as a fundraising optimization specialist.

A part of that process was focused on the creation of an extensive Giving Tuesday (GT) thru End of Year (EOY) email marketing and communications plan. In this plan you can lay out up to 16** separately purposed communications with the multidimensional goals of: Updates, Inspiration, increased ownership, and yes of course, increased giving investments.

But what about now? Is there something you should be doing now? And as you might imagine, the answer is YES!

1. Check your CRM (database) and start looking through any levels of natural segmentation you should be considering. For example, is there an obvious line of demarcation in giving amts that suggest the need to create two different streams of communication content? Or perhaps rather than \$ amount, maybe you want to look at a segmentation decision around frequency (# of gifts given in the past 12 months). Lots of options,

Weekly Tip August 21, 2023 Are you ready for Giving Tuesday and the End of the Year?



I don't intend to turn the weekly tip into an intensive theological blog. But given the nature and intensity of the ministry of fundraising, I thought you might appreciate an occasional scripture that provides you with some encouragement in your fundraising role.

I was not familiar with Isa. 43:18-19 until just a couple of months ago and confess upon hearing it, it brought me to my knees. The graphic really doesn't do it justice, because while the hope lies in the NEW THING, it only follows after implementing God's instructions to lay down the past. Don't linger, don't harbor, don't ponder, set it aside, watch, be aware, and look for the NEW THING God is already doing. Can you see it?

And the final kicker, because I know how dry my journey and my soul can become, God promises as a part of the NEW THING, He will bring rivers to the desert. Now that's an awesome picture don't you think?

What areas in your life need to be laid down? How can you sharpen your perception in watching God do a NEW THING? What desert areas of your life need water and refreshment brought in by the Father, himself?

**Want more tips? Check
out my website**

but you can get started on the Nov-December crush NOW by doing some of this analytical work now.

2. Make sure you are up to date with loving and engaging your partnership team. When was the last time your key COI (circle of influence) folks heard more personally from you. Send them a "thinking of you note" right now. Or even stronger, select the most critical top 20 from your list and give them a simple thank you, asking how are they doing? Then include a quick update.

(continue in next column)

(continue reading here)

Again the real issue is the importance and significance of GT-EOY mandates we use the very best we have to care for, engage, love on, and communicate with our key partners. Don't wait to get started. Start NOW!

Blessings,

Rick

**Yes, 16 but that can be tailored to as few as 6-8, depending on your current communications strategy

Email me and let me help!

Multiply 417 | 1812 Legend Dr, Modesto, CA 95357

[Unsubscribe rfj@multiply417.com](mailto:rjf@multiply417.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by rjf@multiply417.com powered by



Try email marketing for free today!