
Quick tips from Rick

Feb 6, 2023



Dear Rick,

Just one of those weeks when the tips are coming from the hip (as in shooting from the hip)

1.You can't thank your partners enough or soon enough. Make sure you have a system in place that sends the first thank you within 48 hours.

2.Evaluate your giving segments (Major, Core, etc.) at least once, if not twice a year.

3.Don't make special giving opportunities (Giving Tuesday, Christmas, other events) stand-alone entities. Create them so they flow as a part of a larger, ongoing journey and experience you guide your partners on.

4.Optimization of giving pages, friction, and cognitive momentum are real issues. If you don't know those terms or their meaning, or how they impact your giving revenue from your web page, you need to.

5.Do you know how to calculate your retention rate? 2022 donors (who also gave in 2021) divided by 2021 donors times 100 = your retention rate as a percentage. Is your number good, bad, just okay? You need to know.



Here's a teaser.

Are you using radio spots for your giving array or value-based "tiles"? If you are using radio spots, you are not maximizing the gift conversion rate. Don't blame me, ask the neuropsychology experts. Want to see a very simple example? **Go to my giving page!**

Want help creating...

A Giving Circle?

A New Donor Communication Plan?

A Legacy giving strategy?

A Gift Campaign?

Partner Retention Strategy?

Email me & let me help!

I'm here to help. It's a part of my calling and passion. Yes, so fees and contracts have to be considered. But don't let an incorrect assumption about those details rob you of gaining a partner with lots of experience, success, and knowledge. God has given you a dream for your ministry. I'd love to be a small part of helping you achieve it.

Next Week - Feb 13

Case Statements and Value Propositions Part 1

Week After - Feb 20

Case Statements and Value Propositions Part 2

And - Feb 24

Bloomerang & Multiply 417 present:

Please sign up for the Webinar on February
24!

MULTIPLY 417

Passion: The Bridge between People and Purpose

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