



9 Powerful Words

Jan 16, 2023

Dear Rick,

Apologies, we will resume our tips on Monthly Giving Clubs next week. Unfortunately, scheduling did not allow the necessary time to effectively write Part 3 of the Giving Club strategy.

Please accept this tiny morsel of advice instead:

9 words partners love

- #1 Kind
- #2 Caring
- #3 Compassionate
- #4 Helpful
- #5 Friendly
- #6 Fair
- #7 Hard-working
- #8 Generous or Generosity
- #9 Honest

These 9 words have been shown through testing to have the biggest positive impact on your reading audience.

Use them well and wisely and you should see an improvement in your overall engagement and perhaps even in your conversion rate.

Just for fun, two of these words easily sit at the top of this list. [Email me](#) and tell me which two? I'll send you a \$5 Starbucks card for trying and a \$20 card for the first person to get it right. You can even text your answer if you wish; (209) 541-5720

We'll talk more next week.

Rick

Please mark Feb 24 on your calendar. At 9 AM (PST) I will be co-facilitating a training hosted by Bloomerang, called a Biblical Approach to Thanking Our Donors. A link to sign up will follow soon. Rick

[Want help? Just email me.](#)

Next Week - Jan 23

Building a Monthly Giving Club or Circle

Next Week - Jan 30

Email Templates to help with retention.

Week After - Feb 6

More Proactive Retention Tips

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 powered by



Try email marketing for free today!