



# MULTIPLY 417

Passion: The Bridge between People and Purpose

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## Weekly Tip July 17, 2023

**How much do you know about your Partners?**

**Why not ask them?**

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Greetings!

Without question, all of us in the non-profit world know the value and importance of our partners/donors/givers. Most of us have made the important and critical changes regarding thank you's, within 48 hours, right? And updates, showing them THEIR impact through THEIR gifts.

But...there's more to be done.

In the secular world of development, the aforementioned systems or communication commitments are a part of a larger concept, called Donor-Centric. For the moment, I won't judge that phrase too harshly, but rather will just accept it at face value, and further will value the notion (within reason) of seeing our donors at the center of our efforts, when it comes to accomplishing our mission. (Yes, we could discuss this concept for hours and maybe we should someday?)

But that's not the point of today's tip!

In addition to effectively expressing our gratitude for their gifts in both a timely and effective manner, we have an even greater opportunity to engage them and further assist them in "owning" the mission.

In my personal development paradigm, I long ago made the conceptual shift from thinking of them as donors to partners. But now I'm working on getting them from partners to owners (or investors).

A critical piece of this move is getting to know them better. Fundamentally moving away from monologue communication to dialogue conversations. Absolutely this means more time in their homes, at their office, or breaking bread together, but it also means making sure that a portion of that time is really invested in learning about them beyond just the casual info.

However, you can also accomplish a piece of this desired end by effectively using surveys, which you text, email, and snail mail out to the right segment(s) of your database.

With that in mind, here are a few pointers on creating and using effective partner surveys.

1. Make sure that you keep the survey to no more than 15-20 minutes maximum time to be filled out. Be sure to clearly communicate that time frame up front.
2. If you ask a question, make sure you honestly know how you will use that information to the benefit of the relationship and the ministry. Don't just ask a bunch of "stuff".
3. Request more complete contact information; spouse name, cell phone, vacation address, anniversary, and birthdays, just for starters.
4. Offer something back in return for their involvement. Not too much, but just a nice treat.
5. Ask questions that allow you to track changes in them over time. I.E. have them name the two most important areas of your ministry, then determine the gaps in their knowledge, create a communication series with more knowledge about those gap areas, and then carefully re-issue another survey. (By the way, I just described a process that is at least a year in length).
6. Ask them about their personal communication (channel) preferences and then make sure and honor them.
7. Ask questions that help you gather insights about them. Who else do they partner with? Why did they first start giving to you? Build, if you will, a profile of them.
8. Make them "boss" for the day, and ask them what changes they would make to the ministry or its operations.

Yep, more work to do! But so worthwhile because with the right questions and the right perspective on what you want to accomplish, your survey can potentially deepen the relationship with a partner and who knows, maybe even make an "owner" out of them.

Passionately,

Rick

**P.S. Semantics - Owner, Steward, Investor. Which places the best biblically based emphasis on the relationship? Text me your answer (209) 541-5720. Okay, you can also email it to me. See the big button below.**

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Don't know how to get started on using a survey?  
Just ask by clicking that big colored button below.

Email Me!



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Check out my website for  
more helpful ideas!