



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip May 8, 2023



Greetings!

First, please note the reminder at the bottom of the page regarding my next Webinar in collaboration with the great team at Bloomerang. Please don't be shy, SIGN UP NOW!

PARTNER RETENTION 8 IDEAS

#1 Thank them quickly

No news flash here! But one of the most effective fundraising protocols to have in place regarding retention is to prioritize thanking partners quickly and regularly. After a donor gives, be sure to send them an email message within 24 hours to express your gratitude and appreciation for their support. This shows that you value their contribution and helps to build a strong relationship with them.

#2 Tell them how their gifts make a difference

In addition to thanking partners promptly, it's also important to report on the outcomes of your fundraising efforts. Sharing stories and data about the impact of your organization's work can help partners see the tangible results of their support and feel more connected to your mission.

#3 Share the right message with the right audience

Segmenting your communications to send more relevant information to different financial giving groups can also be an effective way to engage partners. By tailoring your messages to their interests and giving history, you can demonstrate that you value their investment and are committed to building a long-term relationship with them.

#4 Truly engage

Making personal touches like phone calls and handwritten notes can also be powerful ways to show partners that you appreciate their support. These personal touches can make partners feel valued and appreciated, which can help to deepen their engagement with your organization. Honestly, my core training material, "3x3 Biblical Development", goes over this in detail, including a comprehensive strategy to make sure this happens with your key partners (top 20%).

#5 Make it a Dialog, not a Monolog

Another useful fundraising tip is to survey partners to ask for their feedback about your fundraising campaigns, events, or communication strategies. This can help you to identify areas

for improvement and make sure that you are meeting their needs and expectations. Your CRM should be able to help you accomplish this task.

#6 Create a Monthly Giving Club, Circle, or Society.

Offering recurring gift options is another effective way to engage donors in convenient, ongoing giving. By making it easy for partners to support your organization on a regular basis, you can build a more sustainable source of funding and deepen their commitment to your cause. Do you have a dedicated giving page for "monthly" partners? You don't, why?

#7 Peer-to-peer

We just talked about this last week. But statistically, we know that the younger the giving audience, the MORE they want to be a part of where they give their gifts. Peer-to-Peer and/or short volunteer opportunities are HOW they view true partnership.

Planning peer-to-peer fundraising campaigns that allow donors to get involved in a hands-on fundraising role can be a powerful way to engage them and expand your reach. By empowering donors to fundraise on your behalf, they give you permission to access their networks and build a broader community of partners for your cause.

#8 Get on your knees

Sorry didn't mean to bury the lead here, but PRAY FOR THEM. Actually, I won't promise in any fashion that praying consistently for your partners will improve their individual giving consistency to you or your mission. But I will promise you God's blessing as you embrace the reality that you have a critical responsibility to minister to your partners. If you haven't read Henry Nouwen's "Spirituality of Fundraising", stop right now and go read it. **In fact, here's a free gift. Just email me and tell me you want a copy and I'll buy you the book and mail it to you compliments of Multiply 417.**

Blessings,

Rick

P.S. Keep reading and please sign up for the webinar on Wednesday. :-)



The Team at Bloomerang has graciously asked me to again co-lead one of their webinars.

Partner Gratitude: Spiritual and Statistical Motivations Wednesday, May 10, 8 AM (PDT)

Here's the invite where you can sign up.

Sign up for the webinar
here!



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Check out my website for
more helpful ideas!