



MULTIPLY 417

Passion: The Bridge between People and Purpose



Quick Tip November 2023

Hey Rick,

I literally landed just two hours ago in Nashville, TN, home to two of my clients, Love Squared, and the Katina Ministries. Not sure why, but the first thought that hit me as I walked off the plane... "I've got to go and get some breakfast at a Cracker Barrel". There is nothing like Southern food to provide comfort and satisfaction. Hopefully, one trip will be enough, because Cracker Barrel and low carb are diametrically opposite concepts.

But that's not your quick tip, well I guess it could be, but it's not. The other thing that hit me as I got off the plane was what a great day Giving Tuesday is to explore and look at other faith-based ministries' giving pages. Let me encourage you to pick out 4 to 5 of your favorite ministries, and maybe a couple more of the biggies (Compassion, World Vision, Focus on the Family, come to mind) and go explore. What do you see? What do you like? I've posted numerous times about the research behind outstanding giving pages. Terms like friction and cognitive momentum should sound familiar to you, so how do these pages look in comparison to what you know about effective giving pages?

In light of what you are seeing, does your giving page stand strong or does it need adjustments or even a complete retro-fit? You'll have to decide, but looking at several other pages may be the ticket to get you to consider if it is doing its job effectively.

This idea was meant to get to you early today, so you'd have time during Giving Tuesday, but if you don't get it until Wednesday or later, the idea of looking at some other pages is still a valid idea. Please don't let the timing of when you see this stop you from doing a bit of honest exploration.

Blessings,

Rick

P.S. If case you need a refresher on giving page research, you have two options, please check out my [blog of previous tips on my website](#) or use the email button below and let me know if you'd like a refresher.

Email me and just ask

[Please make sure you check out the website](#) It will give you a better idea of the ways we are trying to serve faith based ministries like Youth for Christ chapters, and other Christian based ministries.

rjf@Multiply417.com | www.Multiply417.com | (209) 541-5720

Multiply 417 | 1812 Legend Dr, Modesto, CA 95357 (209) 541-5720

[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!