



MULTIPLY 417

Passion: The Bridge between People and Purpose



Weekly Tip December 18, 2023

13 days to go!

Hey Rick,

In just 13 days, one of the most significant giving seasons of the year fades into a memory. But what will last much longer is the incredible impact you can have from a successful Christmas or EOY campaign.

I've written on this topic several times, but with just under two weeks to go, here are a couple of quick bullet points or reminders.

1. Even now, there is still time to create a "last minute" **matching** campaign. Yes, you have to find the wonderful partner who agrees to offer the match, but the motivation it creates in others is still worth the effort. At a minimum spend time brainstorming with your team and through prayer about who God might still provide as this key person.
2. Speaking of last minute. I hate to tell you this, but there is some psychology involved in fundraising. I believe we can use it wisely and still fully honor God's plan and Phil. 4:17's instructions. But I also admit it can be a slippery slope, so be careful. What's the tip here? **BE IN PRAYER!**
3. Speaking of psychology. **USE URGENCY.** Just like the tip...13 days to go. Time is running out. Don't miss this once-a-year opportunity. You will have to find your comfort letter in how "dire" you make the urgency.
4. Continue to make everything **ALIGNED.** Landing and Giving page themes (or brands or motifs). Graphics or images on your snail mail, email, and social media posts. Your campaign title (you have one right?). Alignment is a critical element in what is known as cognitive momentum and cognitive momentum increases your conversion rate by as much as 47%.

Sorry, no rocket science here. You probably already knew these points. But how many times do we know this stuff, only to realize we haven't put it into practice. So, be like NIKE, just do it!

Blessings,

Rick

P.S. No tip, next week, or the week after! Merry Christmas & Happy New Year!

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.

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