



MULTIPLY 417

Passion: The Bridge between People and Purpose



Weekly Tip November 20, 2023 Social Proofing & Seal of Transparency

Hey {First Name}

So, according to my friends at NextAfter (they are amazing experts in digital fundraising), there are 19 different checkpoints to ensure maximum success on your giving pages. Today I'm just covering two, but they can make a substantial impact in improving your name acquisition (for social media and landing pages) and/or conversion rates (specifically for giving pages).

1 - Social Proofing: Quite simply, people like to follow the lead of other people, especially (but not exclusively) if they are well-known, or even famous. Having a sidebar quote on your giving page that flows with your final giving page text, can improve conversion.

Per formatting issues and challenges, keep the sidebar that contains the social proofing statement next to the main text. Do not put hyperlinks in any of this text as it adds to friction (distraction).

You can see a real live example of this on MultiPLY 417's giving page by [clicking here](#).

This is your giving page text.

Providing faith-based ministries with a solid Biblical foundation is my calling and passion. Formed through 40+ years of fundraising work with multiple ministries, I believe God has given us some pretty informative guidance into the WHY of fundraising.

Your gift will help multiple faith-based ministries increase their impact through better fiscal stability, consistent long-term growth and expansion, and Biblically honorable relationships with their partners and donors. It is a fairly simple equation. Faith-based ministries struggle to really understand and practice Biblically-based fundraising principles and best practices.

However given the typical financial status of most ministries, they could never afford the "street" rate of consulting. I still believe they must have "skin-in-the-game", but wanted to create a system where they could afford more reasonable costs. The solution, invite a team of partners to join me and make it fiscally feasible for ministries to receive my help and services.

Are you one of those partners? Will you invest not just in one ministry, but multiple ministries around the country and help them have an even greater impact for the sake of the Kingdom? YOU can be a part of this.

In 2023 I project I will serve up to an additional 4-5 more clients but that will require an additional \$8500-\$10000 in partnership gifts between now and December 31. Thank you for your generosity and faithfulness. Please enter your gift amount below. All gifts are fully tax-deductible.

This is your Social Proofing statement.

As the Governor of this great state, I'm proud and support the work of "your ministry name".

Their passion to "do your ministry" is wonderful and I'm so glad I can be one of many who help them financially through my contributions.

*Sincerely,
The Honorable Rick J Fritze*

2 - Seal of Transparency: These are literally "seals" or "stamps" you qualify for and place near your giving button. (see below). Depending on which one or ones you use, you are communicating that you have "opened up your books" to a third-party agency that verifies you are doing things with integrity and excellence, etc.

The best Christian version of this comes from the Evangelical Council for Financial Accountability (ECFA). But in addition to the paperwork you have to submit, I believe you also must have a membership. YFC chapters, check with YFCUSA because I think you have a group discount or may already have a membership. Non-YFC ministries check with your national headquarters or contact ECFA directly.

In the secular world there is Candid (formerly Guide Star) and/or Charity Navigator. Both have their own system, require similar kinds of paperwork, and at least in the case of Candid, offer varying levels (Silver, Gold, Platinum, etc.) of merit. Any level provides some degree of veracity as to your trustworthiness. What degree of paperwork you decide to submit will be commensurately rewarded with high levels of seals.



Again, these are just two examples of ways you can improve your giving pages. None of these ever supersede our extreme need to trust in our Heavenly Father for His provision. I personally think God has given us this science to be wisely used, so long as we never see it as "the answer". I'm sure you agree there is only one of those.

Blessings,

Rick

P.S. Next week's tip: 8 tips for writing effect appeal letters.

Email me if you'd like my help putting these strategies in place!

[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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