



# MULTIPLY 417

Passion: The Bridge between People and Purpose



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## Weekly Tip November 27, 2023 8 Tips for Effective Written Requests

Hey Rick,

Want to make your written requests as strong as possible? Then strongly consider applying these guidelines.

- 1.- Use pronouns that involve them, "you" and "we" are superior to "I".
- 2.- Appeal on the basis of benefit (for them, your ministry audience), not needs.
- 3.- Ask (appel for) partners, not money.
- 4.- Create more than just a letter, create an experience.
- 5.- Write clearly, concisely, and use a persuasive tone.
- 6.- USE stories. Use emotion. Remember, "numbers only tell a fraction of the story."
- 7.- Use urgency legitimately. It is almost always present, but don't ever fake it.
- 8.- Write the length of the letter you need to express your case well. Don't write a book, but don't shortchange yourself either.

Blessings,

Rick

P.S. Short week with Thanksgiving, followed by a week of travel for two clients in Nashville. Hence, this tip is super brief. But, if you'd like more details about these pointers, just click the email button below and ask.

[Email me and just ask](#)

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[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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