



MULTIPLY 417

Passion: The Bridge between People and Purpose

Consider these three questions before your next partner communication

Dear *{{Informal Name}}*

Sometimes effective communication with partners means making sure we are thinking from their perspective. Sure, we know what we want them to know, to hear, and to learn, but maybe sometimes try to remember to ask yourself these questions instead...

1. What do your partners see that you need to see?
2. What are your partners hearing that you need to hear (and perhaps change)?
3. What language do your partners speak that you need to learn?

Perspective can be everything, especially when it comes to communication. So before that next newsletter, or thank you letter goes out, maybe try to re-read the rough draft and ask yourself the three questions above.

Want to be really brave? Ask 5-10 of your key partners (relationally, not necessarily \$\$\$) to review your rough draft communication piece together and then listen to their perspective in regard to the questions above, or any other input they may have for you.

Passionately,

Rick

P.S. 2023 total giving to non-profits was right at \$497 Billion, a drop from the 2022. Individuals gave \$319 Billion of that total.

Rick, I could use some HELP!

Our Contact Information

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