



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip February 24, 2025 Looking ahead to 2025

Dear Ministry Leader,

Thanks to the combined efforts of One Cause and several other FR platforms, 977 non-profits were surveyed in the early days of 2025.

In general, the survey and the hosts of the project were trying to get some insight on what the fundraising world and the world of non-profits might look like in this new year.

If you want, I can send you an e-copy of the entire report [just email me](#), but you can also find it at the One Cause site, if you don't mind signing up for their newsletter.

But here's the four main conclusions:

1. Balance Acquisition and Retention

Donor acquisition is vital, but it's important to balance it with efforts to retain existing supporters. Retention is often more cost-effective and can lead to stronger, longer-lasting relationships. Prioritize creating meaningful, personalized donor experiences to keep supporters engaged over the long term.

2. Optimize the Giving Experience

Focus on making the donation process as easy and seamless as possible for your supporters. Offer a variety of giving options, including digital wallets and ACH/bank account donations, to meet the preferences of today's donors. Streamlined, flexible giving options can help boost both one-time and recurring donations.

3. Embrace Technology for Efficiency

As technology plays an increasingly key role in fundraising, consider investing in tools that can optimize donor engagement and improve operational efficiency. Emerging technologies like AI can provide valuable insights to help tailor your strategies, improve data analysis, boost fundraising, and create more personalized donor experiences.

4. Diversify Your Fundraising Streams

Explore new fundraising avenues, including innovative campaigns, partnerships, and sponsorship opportunities. A diversified strategy will not only increase resilience against external factors but also provide a more stable financial foundation for your organization.

What do you think? Do these sound like areas or topics you should be considering as you look at your 2025 ministry year.

A part of Multiply417's mission is to assist ministries with a pathway to ongoing, effective long-term growth. Looking at the four conclusions above may just speak to some modifications or even wholesale changes you should consider in your funding strategy, and yes, I'd love to help.

Would you like some ongoing help with development strategy? Wish you had a knowledgeable partner who really understands your world? Give me a call (209) 541-5720 or [email me](#). I'm here to help.

Passionately,

Rev Rick J Fritzscheier



Starting this spring. A cohort learning experience including 2-think tank sessions each month and a once-a-month personalized 1-on-1 phone call to discuss specific issues, challenges, and/or detailed specific strategies for your ministry.

The cost will be (\$80/month). A minimum of 5 ministries must sign up to begin the sessions. Email (rjf@multiply417.com) or call me, (209) 541-5720 for more information.

Signing up for the group includes a 6-month guarantee. If after 6 months, you don't think you received enough value, I'll refund all of your payments.

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