



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip March 10, 2025 Empowering your financial partners!

Dear Ministry Leader,

I recently earned a certificate of mastery in the Psychology of Giving by completing an 8-week course and a not so easy final project (Yes, the old dog can learn new tricks).

Honestly, I wasn't completely sure how much of the class I would be willing to apply, but in the long run found it a fascinating study in the behavioral side of why people give, why they are generous, and to some degree what drives or compels people towards generosity.

One of the interesting parts of the class was the notion that people who attain emotional well-being are significantly more inclined to give to the organizations that provide the elements contributing to that emotional well-being.

What are those pieces?

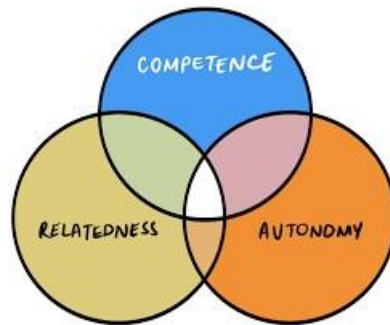
1. Autonomy - self determination, choices/options, control.
2. Relatedness - social engagement, strong relationships, bonding, being part of a tribe or family (nature or nurture).
3. Competence - purpose, success, fulfillment.

Without going overboard, I encourage you to evaluate your current newsletters, ask letters, thank-you letters, and scripts to determine if you are providing or reinforcing any or all of those three components.

While you do that, here are four very simple suggestions you might want to consider adjusting to further empower your financial partners:

1. After writing a newsletter or communication, go back and count the number of times you referenced yourself or the organization (YOU) versus the number of times you referenced the partner or you and the partner together (WE/US/OUR). Your goal should be a 2-to-1 ratio in favor of the latter.
2. Write to them in terms of what they can do/accomplish.

3. Talk to them about outcomes, not processes. "Support our Foundation" raises significantly less money than "Help a student."
4. Finally, be specific, not conceptual. "You can take education to the next level" does little compared to "You can help a student attend school next semester."



Need more ideas on empowering your partners? Want to talk about a much bigger development strategy picture? Give me a call (209) 541-5720 or [email me](#). I'm here to help.

Passionately,

Rev Rick J Fritzeimer

WAIT A MINUTE

A lot of my resources, NextAfter, Freewill, Bloomerang, Candid, Capital Campaign Pros, Classy, QGive, Donor Search, Giving USA are suggesting a general slow down of the midlevel, smaller monthly, and entry level giver. Of course, these are secular organizations, so we have to temper their insights as we talk about people of faith, but uncertainty never helps people make good decisions.

I'm offering a twice a month zoom call for up to 10 organizations and it includes a personalized 30 minute one-on-one call for each participant. Real solutions to real challenges, like the one above will be discussed and worked through on these zoom and personal calls. Interested we will be starting in just a few more weeks. I honestly believe it is a price you can afford and more importantly a cost for which you will receive incredible R.O.I. and if not, I'll work with you to make something happen, if you simply ask.

Our Contact Information

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