



**MULTIPLY 417**

Passion: The Bridge between People and Purpose

## Weekly Tip March 31, 2025

### Effective Emails - 10 Tips

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Dear Ministry Leader,

When you think about it, which communication mode do you use more? Talking or Writing? If you give a nod to writing (75% of most people vote in that direction), then how much is on paper vs. electronic? If you lean on electronic (the clear winner for most people and definitely across generational lines), then how much is email?

Based on recent polling, despite the push towards texting, SMS, or some version of DM, emailing still (for now) comes out the winner.

In fact, it is estimated that between 30-40% of all communication is done through email (or some variation of it).

With that trivia contest winning stat, let's work to continually improve how we use this valuable tool for the sake of our partners, and ministry. To aid you in that pursuit, I asked my friends at Freewill for some thoughts (I may add a few of my own).

But for now, here's 5 (watch for 5 more next week) suggestions on making your emails effective:

1. Make them clear.

Emails written at a third-grade level receive 36% more responses than those written at a college reading level. Put away your dictionary and thesaurus. You want to write in a way that the reader can accomplish comprehension even if they just skimmed it.

2. Concise.

More than 50% of emails are read on mobile devices. That means your ideal length is 2-3 paragraphs or between 50-125 words. Cut out unnecessary detail or verbiage.

3. Persuasive Storytelling.

Use a persuasive tone, with a storyteller's skill. Stories are the singularly best mode to generate emotions. Tell stories about individuals, not groups. Always keep the story upbeat. Even your toughest stories can still carry a tenure and tone that reflects hope.

4. Spark curiosity.

Work to write this way, seeking to fan to flame the reader's curiosity. Definitely evaluate and re-evaluate your subject line(s) to make sure they promote curiosity. The curiosity "gap" is established by suggesting to them there is something more to know about a topic that is of interest to them.

5. The Impact Gap

Similar to the curiosity gap, the impact gap is the difference between what you need and what you have. Your job in writing will be to get your partners to understand what is newly possible with their help. To do this, define the present situation for your organization, the problem you're facing, and the

solution. For example, we have 4 campus life clubs that are reaching over 100+ kids each week per club, BUT we need to be on 8 more campuses.

If your email is going to involve an ask, make sure you clearly connect the dots between the ministry gap (8 more clubs) and the dollar \$\$\$\$ gap, \$1000/month to start up a club.

Next week: 5 more tips on effective emails.

Want help evaluating your email, newsletters or marketing pieces? Want to talk about a development strategy plan? Give me a call (209) 541-5720 or [email me](#). I'm here to help.

Passionately,

Rev Rick J Fritzemeier

P.S. Seriously, I love helping ministries write more effective pieces to their partners, whether it be newsletters, ask letters, or simple ministry updates. Send me one sample of a writing piece you are going to be using soon and I'll gladly look over it for free and make some suggestions as to how you might consider improving your results.

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## **Our Contact Information**

Multiply 417  
(209) 541-5720  
[www.multiply417.com](http://www.multiply417.com)

