



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip April 14, 2025

Boost Fundraising: Essential Email Tips (part 2)

Dear Ministry Leader,

If you refer to the tip from two weeks ago, you'll be reminded of how critical excellent emails are in your overall fundraising communication plan. **With that thought in mind**, I shared 5 tips, with the promise of 5 more. Here is the second set of five.

6. Use Personalization

Always address your partners by name. Yes, many times, it will involve software that uses <<merge field>> tech, but donors don't care about that. They would always rather see **"Dear Rick and Marian" vs. "Dear Friend."**

7. Key in on language that expresses Humanity and Empathy

Now more than ever, your writing and emails should be empathetic to your partners and their situations. Start by being vulnerable with them; **update them on your life or the lives of your team. Honestly and sincerely make sure they can identify with you. While being wise, don't shy away from tough or challenging news. Here's a thought: go and read Patrick Lencioni's "Getting Naked" book.**

8. Use Social Proof

Let others share their story about being a partner with you. Use referrals and endorsements whenever possible. This is also true on your web pages. [Click here to see an example.](#)

9. Use a Conversational tone

Make it a dialogue, even though you are doing the writing. There is a balancing point to be had here, but write like you are writing to a close friend or family member.

10. Use "BECAUSE" or the concept of the word

This is a very powerful word, and it drives behavior. When you ask a favor, you will find an increase in positive responses because you gave them a reason.

*Your gift of \$75 for camp is important **because** it will ensure a young person hears **about** the Good News of Jesus Christ.*

You might be amazed to see how many times it appears that "we" raise money just for the sake of

raising money. We NEVER raise money just for the sake of doing so. We ALWAYS raise money **because...**

Want some help writing better emails, newsletters, ask letters, etc.? Need more ideas on empowering your partners? Want to talk about a much bigger development strategy picture? Give me a call **at** (209) 541-5720 or [email me](#).
I'm here to help.

Passionately,

Rev Rick J Fritzemeier
President

P.S. Would you like to effectively prepare for your GT/EOY communications? [Email me](#) and ask for my four-month preparation calendar

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