



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip May 5, 2025

Stop the Summer Giving Slump from Starting Use One or more of these Three Tips

Dear Ministry Leader ,
“Remember the first hot day of the year? You know, the one when everyone heads home early to get to the beach, the courts, or the course?”

Unfortunately, sometimes, that same ‘out-of-office’ effect hits our giving.”

Here's a stat you won't like.

Let me remind you statistically of something you already know, or sense, or feel. The summer months of June and July are your worst financially. For a myriad of reasons, giving for June and July typically equals less than 5% of your annual revenue. Not that any of us have a perfectly spread out budget of 8.3% per month, but even if we did, that would mean that June-July fall off by 334%.

So with 4+ weeks to go before we are in the middle of that trend, let's execute a few simple strategies to counter the effects of the "summer slump"

Three Ideas

1. Donor Check-in Calls

Schedule a bunch of donor check-in calls. Just 15 minutes or less: How you doing? How can we pray for you? Here's a quick story to encourage you with the impact you are having. And don't be greedy. Let your staff team take on some of this load. Here's a goal, make 100 of these happen.

2. Summer Campaign

Launch a mini-campaign around a summer need. Obviously, this a perfect set up, IF, you need camp money.

3. Monthly Donor Conversion

As a part of the above 2 ideas, or a separate one, set a goal to convert 10% (or a percentage that makes sense for you) of your one-time donors to monthly. Create a 2 communication series that demonstrates the value and impact of monthly donors and "hit" send.

What's the real genius here?

Increase your engagement with partners by...
Greater communication about the need, gap, and solution(s) and then...
Tie it together with an honest and appropriate explanation of the urgency.

Proverbs 6, tells us about the strategic planning ability of the ant. Be like the ant. Don't let a known challenge (summer slump) keep impacting the incredible ministry you and your team have in your community. Start planning for it now.

Passionately,

Rick

Need help?

Give me a call (209) 541-5720 or [email me](#). I'm here to help.

Passionately,

Rev Rick J Fritzemeier
President

P.S. I've created a high return strategy for camp scholarship fundraising. If you are interested in talking about it and how you might adapt it for your needs, email or call me.

Our Contact Information

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