



Weekly Tip June 16, 2025

Navigating the New Normal: Deepening Donor Engagement

Dear Ministry Leader,

In times of uncertainty, one thing remains certain: **relationships matter more than ever.**

As mid- and small-dollar donors face tightened budgets and increasing personal costs, the temptation is to ease up on communication. But the truth is, **your voice and your gratitude are needed now more than ever.**

Personalize your outreach: Donors aren't just names on a list; they're partners in your mission. A personalized thank-you or a phone call can speak volumes.

More Personalization – Identity

Don't forget that within each of your partners, there are numerous ways they identify themselves. For most of our partners, those identifiers often include a strong dose of Christian values, compassion, kindness, generosity, and more. Using these kinds of words in your communications—whether written or verbal—helps “prime” your partner. This fosters a sense of value alignment and emotional well-being. These elements have been proven (through brain mapping) to elicit a stronger desire to participate, give, and donate.

Build trust with transparency: Share how your ministry is stewarding gifts and navigating these challenging times.

Invite, don't just inform: Use your communications as an invitation into the story God is writing through your ministry, not just a report of activities.

Your donors are looking for reassurance that their partnership still matters—because it does.

Final thought – take action

At the very least, reach out to your donors with a heartfelt thank-you and an update on how their contributions are making a difference.

Grateful to serve alongside you,

Rick

President, Multiply 417

P.S. The issue of identity and the various identities within our donors was a key element of an extensive class I took from the Institute of

Philanthropy. While there is some need for tempering its applications, there are many things we should do differently in our communication with donors. Want to know more? Just ask.

Need help?

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



P.S. If you're leading a growing chapter or faith-based nonprofit, you know the burden and blessing of leadership. Please read below for help in your leadership journey.

The Virtual Consortium (VC) is designed exclusively for Executive Directors and Development Officers who are ready to sharpen their edge, multiply their effectiveness, and build deep peer relationships with others who “get it.” Through bi-monthly Zoom calls and personal coaching, VC gives you:

Practical training you can implement immediately. Collective insight from a trusted circle of peers. A proven development strategist (RJF) to walk with you

This isn't a webinar. This is a **community of the committed**, built on the legacy of the original YFC Consortium, but upgraded for today's challenges.

We don't just want to help you raise more—we want to help you **lead better, last longer, and live with joy**. [Email me to find out more information and costs](#).

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