



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip June 23, 2025

Fundraising in Challenging Times - Diversifying Fundraising Strategies Part 3 of 3

Dear Ministry Leader,

When financial storms gather, the instinct may be to hunker down and wait it out. But the ministries that **thrive** — not just survive — are those that find new ways to invite generosity.

Today's donors are looking for *flexibility* and *options* in how they give. Expanding your fundraising strategy will create more points of connection and engagement.

Introduce monthly giving: Recurring gifts provide stability for your ministry and ease for your donors.

Launch a peer-to-peer campaign: Leverage your best supporters to reach new audiences.

Maximize matching gifts: Many companies match employee donations. Help your donors double their impact.

There's no one-size-fits-all approach anymore. Diversification isn't just wise — it's essential.

Passionately,

Rick
President, Multiply 417

P.S. *At the very least, consider introducing a new, accessible giving option to accommodate donors' preferences (e.g., a Venmo option).*

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.](#)

Our Contact Information

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