



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip July 28, 2025

Start with the One Who Already Said Yes

Dear Ministry Leader,

Your next gift may not come from a stranger—it might come from a former giver who paused. These partners have already believed in your mission once. Often, they just need a warm reminder that they're still needed.

Why not try this: Run your LYBUNTs list (Last Year But Unfortunately Not This). Choose five and write each a brief handwritten note. Reignite the relationship first; the gift may follow.

Passionately,

Rick
President, Multiply 417

P.S. If you really want to tackle your LYBUNT list, I can help you create a 3-letter/email series to maximize your chances of recovery. Just give me a call and let me assist you.

P.S.S. There is actually only one real way to improve (lower) your lapsed rate. Do you know what it is?



Need help?

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

Our Contact Information

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