



# MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip August 18, 2025

**The Most Underused Line in Fundraising**

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Dear Ministry Leader,

There's a simple phrase that carries more weight than most appeals, updates, or newsletters:

**"Would you consider...?"**

This phrase softens the ask, honors the donor, and invites partnership without pressure. It gives people freedom to say no, which often increases their openness to say yes.

Why not try this: As you draft your next email or in-person ask, test replacing your current CTA with "Would you consider...?" It could be "Would you consider a one-time gift of \$500?" or "Would you consider sponsoring one student for the year?" It's clear, respectful, and still compelling.

If you do try this, I'd love to hear how it went.

Passionately,

Rick  
President, Multiply 417

**P.S.** Want help crafting more compelling ask language across your team? That's something I do every month inside the **Virtual Consortium**, a coaching community for faith-based nonprofit leaders who want to raise more and lead better. Let me know if you'd like a spot in our fall cohort.

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**Our Contact Information**

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