



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip
February 23, 2026
Always Lead with Purpose

Dear Ministry Leader,

In a recent research study facilitated by my friends at NEXTAFTER, they tested a non-profit's communications that were a part of their annual membership and partnership drive.

In TEST A, the focus of the request for a new membership or monthly gift partnership highlighted a premium (a gift they will receive for signing up) and then transitioned to the importance and value of the impact their gift would make in the asking organizations mission.

In TEST B, the made sure the real purpose of the organization was the highlight of why the reader should consider joining their monthly giving club and emphasized the IMPACT the donor would have in helping this mission.

The results?

The TEST B communications experienced a 25.1% increase in conversions (sign-ups) as compared to TEST A.

[Check out this link to see the 1-minute video created by NextAfter VP Ardee Coolidge that further explains the A/B test.](#)

It is pretty challenging for non-profits with email or mailing lists of less than 100,000 constituents to do effective testing, so it is great when we can learn invaluable insights for organizations that specialize in these kinds of tests.

I'd love to help you craft more effective and impactful communications across all of your development strategies. Give me a call at (209) 541-5720 or email me at rjf@multiply417.com and let's talk for 30 minutes and explore how I can increase your annual fundraising dollars and do so in a way that is fully biblically aligned.

Passionately,

Rick

P.S. Not sure? I get it. Let me encourage you to call one or two of my clients. Brad Bills from Hosea Youth Services at (541) 301-8553, Ron Riemersma from Badgerland Youth for Christ at (920) 251-5217, Stacy Young from Noble Warriors at (804) 347-7593.



Click the Image to find out more
about the Virtual Consortium
We meet this Wednesday 7 AM (PST)
[Email me for the zoom link](#)

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