



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip
April 13, 2026

Know before you go! A simple event tip!

Dear Ministry Leader,

Sometimes the smallest adjustments create the greatest impact.

If you've ever been part of one of my trainings, you've likely heard me say this clearly: *never walk into an "ask" conversation without first making it clear that finances will be discussed.*

That conviction was shaped early in my journey.

More than 40 years ago, while raising support with Athletes in Action, I made the mistake of not being upfront about my intentions for a meeting. The result was not just a declined gift; it damaged the relationship.

Looking back, the donor's response may have been stronger than I expected—or perhaps it was entirely justified—but I could understand why. It felt like a lack of transparency.

I remember driving away from that meeting with a firm commitment: never again. By God's grace, that principle has stayed with me ever since.

Now, fast forward to today.

You have an event coming up—a banquet, a luncheon, an auction. You've communicated well: emails, mailings, social media, and your website. You feel confident that your guests understand that an invitation to give will be part of the experience.

But here's a simple step that can make a meaningful difference:

In the final week before your event, send a brief reminder to your registered guests.

Express your excitement about seeing them, and then, in a warm and natural way, remind them that there will be an opportunity to invest financially in the mission.

For many, this will simply feel like thoughtful, professional communication. But for a few, despite all your previous efforts, this may be the first time it truly registers: "They're going to invite me to give."

Could this level of clarity cause a small number to reconsider attending? Possibly.

But far more often, it builds trust.

It communicates honesty. It shows respect. And it reinforces that your relationship with them matters more than any single gift.

In a world where people are often caught off guard, your transparency becomes a quiet but powerful differentiator.

Why not try this?

Take 15 minutes this week and draft a simple, gracious reminder email for your upcoming event. Make the "ask" clear—and make your care for them even clearer.

You may be surprised at the confidence and trust it builds before your program ever begins.

Rick

P.S. When was the last time you invested in yourself and one of your most critical skill sets—development? The Virtual Consortium was created with this very goal in mind. Join other faith-based ministry executive leaders to discuss current fundraising trends, strategies, and emerging skills. Each month, you'll get a 60-minute Zoom collaboration with your peers and a 30-minute optional consulting call with me. Our next VC call is Wednesday, April 29, at noon. Call me to explore this high-value, low-cost opportunity.

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