

Cru@CSU 2013 Seminar

Raise More in Half the Time (with Cru Apps by Google)

Ryan McReynolds

[Click Here for the full audio of this seminar.](#)

The Four Disciplines of Execution for Senior Staff MPD

#1 Choose a Wildly Important Goal: Raise more money

Choose the right goal: not account balance, but committed monthly.

#2 Focus on Lead Measures, NOT Lag Measures

Lead Measures: repeatable behaviors that have a good chance of moving the lag measure

My lead measures:

1. Email two people per week and ask for appointments.
2. Email two people per week and ask for contacts.

The Key to MPD Emails: [Boomerang](#) (FYI: I now use only Gmail for this same functionality for free).

When I send an email, I set it to “Boomerang” back in my inbox if there is no response with 1 week.

Almost no one responds after the first email. About 5% respond after the second email. About 80% respond after the third email because I’ve demonstrated that I will not forget so they probably should answer me.

Why are MPD Emails so effective?

Email saves hours of time.

In a world of Visual Voicemail, it can prove IMPOSSIBLE to get someone on the phone. People know when you are calling and it's not necessarily that they don't want to talk with you, it's that they aren't ready to make a decision (need input from a spouse, check other giving, etc.). Because your call is unexpected, they haven't taken the time to decide.

A clear appeal in an email for an MPD appointment communicates exactly what you want; and arrives often when someone is at their computer and can better make a decision. Moreover, because the intention of your email is clear, you get a clear YES or NO in response. If someone says "yes", they are saying they are open to financial support. If they say "no", you have spent no more than 5 or 10 minutes to get that "no". You haven't spent hours calling and meeting with someone in the hope that your physical presence will somehow magically convince someone to change their "no" to "yes".

They save energy.

Making MPD calls takes a large amount of emotional energy. If you are doing MPD part-time, you probably don't have the time or energy to use on phone calls that will likely end in frustrating voice mail messages. You can only call at certain hours which further limits the process. Receiving a call requires energy on the part of the person you are asking because they must weigh their options and make a decision "in the moment". Email on the other hand requires far less emotional energy, can be done at any hour, and can be answered at any hour with a minimum of energy.

Important Note: "email" is a generic term for any long-form digital message via Facebook, Google+ etc.

#3 Build a Players Scoreboard

I built this [4DX MPD Scoreboard](#) that you can tailor for your situation.

#4 Establish a Regular Cadence of Accountability

Have a brief 15-minute meeting each week where you answer two questions:

Did you follow through on your commitments from last week?

What can you do this week to move forward on your goals?

Force a time into "The Whirlwind," where you will act on your lead measures.

Here is the email for appointments that I send:

Bob,

Thanks again for all of your encouragement for me and our mission to reach the Northeast. I wanted to ask if you would consider becoming a partner with my wife Alex and I to help lead college students and faculty to the Lord.

Alex and I are beginning our 20th year of ministry with Cru (formerly Campus Crusade for Christ). As I explained during the Hacienda Bible study, right now is an important time in the history of the US and the world. Universities have an enormous influence on American and World culture. We need your help to continue to influence the University and the World.

I recently had a conversation with Matt, a student at MIT, [widely considered the smartest college in the world](#). Matt asked me how I could help him reach his fraternity for Christ. Matt wants to help his friends find Jesus so they will graduate and influence the world.

Alex and I would like to share with you how you could help students like Matt. Would you consider having a phone or Skype conversation with us in the next week to hear how you could partner with us to reach the influential college students of the Northeast?

Below I've included a more full description of our ministry and how you can partner with us.

Thanks for praying about this Bob.



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More about Ryan and Alex McReynolds and their work with students in the Northeast:

The students who graduate from school in the Northeast (at Harvard, Yale, MIT, Columbia, Cornell, Wellesley, Smith, Emerson College, and 40 other top universities) go on to lead the world in every country and every industry. I think of some of the students in our ministry who are studying to be doctors, lawyers, and entrepreneurs. Imagine the impact they could make if they had as the central driving force in their life a relationship with Jesus Christ. Truly the entire world would be changed.

The Northeast is the most strategic place in the world for gospel ministry. One example is a place I visit regularly, just around the corner from our office: Emerson College is the Alma Mater of Jay Leno, the Wachowski brothers (who created The Matrix series), and Norman Lear who created the most influential TV shows of the 70's. Today's graduates enter major entertainment networks like MTV, Disney and NBC. Emerson alumni are so influential they have earned the name "The Emerson Mafia". The students of campuses like these will influence our culture and often have no personal connection to a credible explanation to who Jesus is. We are on this campus giving these students an authentic opportunity to know Jesus.

As staff members with Cru (formerly Campus Crusade for Christ) since 1993, we have seen God heal broken hearts both here and overseas with His love and grace. We have seen students begin to consider Christ as truth and then accept Him with all their heart. Our heart is that through evangelism and discipleship God will continue to use us to show students the truth of Christ and encourage them to live a passionate and authentic life for Him. If you want to read more about what we do, [visit our web site](#).

We spend our days [launching and building movements with these future world-changers](#), joining them on their spiritual journeys and [pointing them toward Jesus Christ](#). But we can't do it alone. So we ask others to partner with us in our movements of evangelism and discipleship. We also need partners like you to pray and give financially to this vital work.

We are currently underfunded and we need to raise additional support to help us continue serving.

Cru has no central funds so your donation makes the difference for us and for the students we

serve. Your help is needed and appreciated.

We are trusting God to find 15 new partners giving the equivalent of \$100 per month. **Would you be able to join with us by giving a special gift this month or join us as partners?**

This will help us continue to put the gospel in arms reach of these influential student and faculty leaders.

Giving online is really easy. Once you click "[Give](#)", you can choose how much you'd like to give and how frequently. You'll enter your contact info and choose how you'd like to pay (either electronically through your bank or with a credit card). Your gift is 100% tax deductible.

If you would like to [give by mail or other ways, click here for more information](#).

As a team, we can help find lost students and connect them to Jesus!

It would be an honor to have you join with us as a partner in reaching students. Thank you for your consideration.

Ryan and Alex

Here is a version of the email I send for contacts:

Jeff,

How are you brother? Doing well I hope. We are surviving winter and looking forward to the snow melting!

I'd love to catch up with you and I want to ask you something as well. Would you and Sue pray about sending us the email of two people that we could share our ministry with?

We are currently trusting God to provide for us by asking new folks to join with us as financial and prayer partners. We are working on this while still maintaining our full-time ministry responsibilities. We have had many people with us as partners in ministry by sending them an email and then following up with a scheduled phone call if they would like to know more. If they aren't interested or giving generously elsewhere, then we thank them and don't contact them again.

If you could recommend even two people it would be a big help.

Since we haven't talked in awhile I'd love to schedule a time where we could catch up as well. Could we talk on Sunday or Monday night this coming week?

Thanks Jeff. I hope we can talk soon.

Here is that great seminar on getting contacts from two years ago: [I Need Some Names - A](#)

Strategy to Expand Your Ministry Partner Team

Speaker: Foster, Eric