



YOU X ME = DEMOCRACY

You Too Can Multiply...The FM Fundraising Process

Multiplying is easy, effective and satisfying – here's how!

1. CREATE YOUR NETWORK

Identify friends, family, neighbors, colleagues and community members who share your concerns about the future of our democracy and may be interested in doing something about it.

2. MAKE AN EMAIL ADDRESS LIST OF PEOPLE IN YOUR NETWORK

- If you know how to create a contact list in your email browser, create a "Force Multiplier" contact list.
- Alternatively, write the email addresses in a column in an Excel spreadsheet or Google sheet.
- Or you can write the addresses like a paragraph of text (e.g., in Word or Pages), separating each address from the next with a comma (no spaces).
- For more tips, see our FAQs.
- Please include fm.multipliers@gmail.com in your network email list.

3. SEND YOUR "INTRODUCTION TO FORCE MULTIPLIER" EMAIL

- Use the sample letter provided here to introduce your network of people to Force Multiplier. Feel free to modify it so that it is in your own "voice".
- Put your own email address in the "To" field.
- Put your network email addresses into the BCC field (to protect everyone's privacy). You can also use mail merge. See Mail Merge instructions here.
- Check twice, and then send!

4. SEND "TO BE FORWARDED" EVENT INVITATIONS ABOUT TWICE/MONTH

About twice a month you'll receive from fm.multipliers@gmail.com email invitations for upcoming events. These invitations are specially coded for you. You will receive them about two weeks before each event. You will know it is to be forwarded because it will have a set of instructions at the top of the email.

- Forward these invitations to everyone in your network, following the instructions at the top of the invitation. Include a personalized message about why their donations are so important, and why contributing through Force Multiplier is effective and easy.
- Send the email to everyone in your network email list, using bcc or mail merge.

5. BUILDING AND REINFORCING YOUR NETWORK

- After every event we will let you know who in your network made a donation; we will send the donors a Thank You. Consider writing a personal thank you as well.
- As you think of additional contacts, add them to your network contact list. Ask for additional names from your friends and family and those who are eager to help.

Multiplier FAQ

1. WHAT IS A MULTIPLIER?

Multipliers expand the donor and support base of Force Multiplier (FM) by establishing a network of family, friends and acquaintances whom the Multiplier believes will be interested in making donations to our candidates and causes. Our “multiplying philosophy” is based on the premise that the best way to engage new supporters is through such a networking approach. We believe people are much more likely to open an email and consider its contents if it comes from someone they know. Adding a personal message as to why the Multiplier finds the FM approach and/or event worthwhile is key.

2. HOW MUCH WORK IS INVOLVED?

About twice a month, you as a Multiplier will receive FM invitations from Janine Zieg (fm.multipliers@gmail.com); you forward them to your network within a day or two. Simple instructions are included in each email announcement. That's it!

3. HOW BIG IS A NETWORK?

Multiplier networks have anywhere from 5 to 50 or more members.

4. CAN I FIND OUT WHICH NETWORK MEMBERS HAVE DONATED?

After each FM event we let Multipliers know who in their network donated to the event. We do not share the dollar amount of donations.

5. WHAT ARE SOME WAYS TO KEEP A REUSABLE EMAIL LIST OF NETWORK MEMBERS?

[a. in a spreadsheet like Google Sheet, Microsoft Excel, Apple Numbers](#)

Put the email addresses of your network members into a column in a spreadsheet. When you want to send out an announcement to your network, copy the contents of the column and paste it into the bcc line of the email you want to send. That's all there is to it. Don't forget to save the spreadsheet for future use!!

[b. in a document like Google Docs, Microsoft Word, Apple Pages](#)

Type the email addresses of your network members into a document and use a comma as a separator at the end of each address. Copy and paste the email addresses into the bcc line of the email you want to send. Don't forget to save the document for future use!!

[c. Most Email programs allow you to make group contact lists](#)

If network members are in your Contacts, create a group contact list and use that to send a group email.

Whichever method you use, don't forget to include fm.multipliers@gmail.com in your list of recipients so that we know that multiplying is working.

6. WHAT IS THE SIMPLEST WAY TO FORWARD A FORCE MULTIPLIER EVENT ANNOUNCEMENT TO MY NETWORK?

Follow the instructions in the announcement sent to you. Only the announcements sent to you with those forwarding instructions are intended for you to send to your network.

1. Copy the announcement into a new email
2. Add your personal message and the suggested subject line
3. **TO:** Put your email address here

4. **BCC:** Copy and paste the emails of members of your network (see above).
5. Make sure fm.multipliers@gmail.com is included in your BCC field.

7. HOW DOES FM KNOW WHOSE MULTIPLIER NETWORK A DONOR BELONGS TO, AND WHAT DOES FM DO WITH THAT INFORMATION?

Members of your network who have never made a donation are unlikely to be in our database. Anyone who has donated is added to the database. Those who donate using a coded email announcement sent by you to your network will be entered in the database and linked to your network. This allows us to let you know your member has made a donation. We do NOT share the dollar amount of the donation -- just the donor's name.

8. HOW MANY EMAILS FOR AN EVENT ARE SENT OUT?

Typically, each event has three email announcements:

First Mailing: about 2 weeks in advance. This is referred to as AN1 (for ANnouncement #1). We rely on Multipliers to send this first mailing to their network members. FM sends this first email directly to people in our database who do not have a Multiplier.

Second Mailing: about one week prior to the event; referred to as AN2. FM sends the second mailing to everyone who is in the FM database, including members of Multiplier networks whose email addresses we have.

Third Mailing: Reminder one day before the event; referred to as AN3. FM sends the third mailing to everyone who is in the FM database, including members of Multiplier networks whose email addresses we have.

Multipliers are expected to send only the first of the three emails to their networks.

If you also send out the second and third emails to your network, previous donors will receive duplicate emails. We do NOT recommend sending the second and third emails to anyone in your network who has donated previously, as they will receive those later emails from FM.

People in your network who have NOT donated previously will receive only the first mailing from you (because FM does not know who they are!). These "unknown" people are totally dependent on the Multiplier to receive FM announcements.

9. WHAT SHOULD I DO IF I FIND I NEED TO STOP BEING A MULTIPLIER FOR MY NETWORK?

The most helpful action is to let us know by sending an email to Bill Petri at petri@bc.edu. Those network members whose email addresses are in our database will be switched to the list of people who receive AN1 from FM (instead of from you). Retired Multipliers often send letters to their network letting them know of the change, and inviting anyone who is not already in the FM database to do so on our website at <https://www.forcemultiplierus.org> so they will receive announcements directly from Force Multiplier.

Alternatively, if you think there is someone in your network who might be a good candidate to become a replacement Multiplier for your network, please start a conversation with Bill Petri about this by emailing him.

10. WHOM SHOULD I CONTACT IF I HAVE QUESTIONS?

- For questions about your network, the emailing process, donations and related matters, email Bill Petri (petri@bc.edu) or Janine Zieg (fm.multipliers@gmail.com).

- For questions about resources, support and opportunities for Multipliers, email Steven Krugman (stevenkrugman@gmail.com).

In any case, emailing any of us will get your question or concern to the right person.

v. 3-24-22