



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip August 25, 2025

Don't Guess! Ask!

Dear Ministry Leader,

Many development professionals spend far too much time trying to guess what a partner is thinking, feeling, or planning. We speculate about why someone gave less... or not at all. But you don't need to guess.

You can simply ask: "How are you feeling about your partnership with us these days?" or "What are some of the things that help you stay excited about giving?"

Why not try this: Identify three long-time partners and schedule a 15-minute check-in call. You're not calling to ask for money, you're calling to learn. That one conversation could deepen trust, uncover new opportunities, and strengthen the relationship long before the next ask.

I did this for many years on about a two-year rotation, and I named it a 3Q appointment. My three questions (you can make up your own) were:

1. Why did you start giving to (org name)?
2. What most excites you about your partnership with (org name)?
3. If you had the ability to change one thing about the ministry or your involvement in the ministry, what would it be?

Passionately,

Rick
President, Multiply 417

P.S. These 15-minute sessions were amazing, and after doing about 50 of them or so in the first year, I believe they were a significant part of the reason our finances greatly improved and stabilized.

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