



# MULTIPLY 417

Passion: The Bridge between People and Purpose

**Weekly Tip**  
**March 16, 2026**

Dear Ministry Leader,

In the world of development, we often focus on strategy, messaging, and tactics. Those things matter. But underneath every decision to give is a very human reality: people are motivated by deeper psychological needs.

Researchers in psychology often describe **three core elements of psychological well-being** that shape how people engage with causes and communities: **Autonomy, Connectedness, and Competence.**

When these needs are honored, people move from passive observers to joyful partners in your mission.

**Autonomy** is the desire to choose freely. People want to feel that their involvement is voluntary and meaningful, not pressure driven. When a ministry communicates in a way that invites rather than pushes, it reinforces that giving is a joyful expression of personal conviction. Language that respects autonomy often sounds like: *"Would you prayerfully consider..."* or *"If this mission aligns with your passion..."*

**Connectedness** is the desire to belong. People give most generously when they feel part of something bigger than themselves. Development is not about transactions; it is

about relationships and shared purpose. When partners see themselves as members of a mission family rather than names in a database, their engagement deepens dramatically.

**Competence** is the desire to make a real difference. Partners want to know their involvement matters. Clear stories of transformation, specific outcomes, and visible impact reinforce that their investment is effective. When people see that their generosity produces real change, their confidence and commitment grow.

Here's a sobering fact: One of the single greatest reasons donors cite for not giving a second gift to a ministry is that they didn't feel like the gift had any real impact. By actively demonstrating our competence (humbly but straightforwardly) and the results, it makes a big difference in a one-time gift vs a multi-year partner.

Taken together, these three elements form a powerful framework for partner communication. Invite people to participate freely (**autonomy**), show them they belong (**connectedness**), and demonstrate that their investment works (**competence**).

### **Why not try this this week?**

Look at the next email, letter, or update you plan to send and add one sentence for each element:

- An **Autonomy** line that invites rather than pressures
- A **Connectedness** line that reinforces partnership and shared mission
- A **Competence** line that clearly shows impact

When your communication honors these three human needs, you're doing more than asking for support. You're helping people experience the joy of meaningful Kingdom partnership.

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.

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How would you like to join a small group of fellow executive leaders for a monthly roundtable conversation? A place where you can listen and learn from the successes and the mistakes of others, while also having the opportunity to share your own experiences along the way.

In this setting, everyone arrives as both a contributor and a learner. You bring your wisdom to the table, and you gain insight from leaders who are navigating many of the same challenges you face.

If that kind of community sounds valuable to you, I invite you to consider becoming part of our **Virtual Consortium Group**.

[Just click here for more information.](#)



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