



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip
March 23, 2026
THE VALUE in your Value Proposition

Dear Ministry Leader,

This isn't a new topic, but as Paul reminds us in Philippians 3, there is real value in revisiting what matters most.

So this week, I want to bring you back to something foundational: your **value proposition**.

Your value proposition is not a replacement for your mission statement, but it is a critical companion. It shapes how you communicate with both prospective and current partners. You should see it clearly reflected in your giving pages, your response mechanisms, and your key communications.

Why does this matter so much?

Because it answers the questions your partners are already asking, whether they say them out loud or not:

**"Why should I give to you instead of another ministry...
and why should I give now?"**

When you address those questions proactively, you place yourself in a position of clarity and confidence as you invite someone into partnership.

Just as important, the process of developing your value proposition is where much of its power lies. It forces you to wrestle with the core of your calling to get beyond surface language and into the true, compelling reason your ministry exists.

And don't do that work alone.

Invite your team. Engage your board. Let the conversation sharpen your thinking. Those discussions often uncover insights that bring greater unity, stronger conviction, and a much clearer message to the people God is calling to walk alongside you.

Want some help creating your Value Proposition? Please give me a call at (209) 541-5720 or [drop me an email](#).

Passionately,

Rick

P.S. Have you joined a **Virtual Consortium** session yet? **60 minutes. Once a month. On Zoom.** Executive leaders sharing ideas, learning together, and strengthening their fundraising impact. Our next gathering is this Wednesday. Want to

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