



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip March 30, 2026 Peer to Peer Part 1

Dear Ministry Leader,

You're Already Doing Peer-to-Peer...You Just Don't Call It That

Not every important concept is new. Some just need to be seen more clearly.

Peer-to-Peer (P2P) fundraising is often treated like a *strategy*... something you "do" once or twice a year through an event or campaign.

But in reality, most ministries are already doing it every day.

Think about it:

- A board member inviting a friend to give
- A table host filling seats at your banquet
- A volunteer sharing your story with their small group
- A gala honoree bringing in their network

That's peer-to-peer. It's not a campaign. It's a **behavior**. And here's the opportunity most ministries miss...

These efforts are often happening in silos. Different people. Different language. Different expectations. No shared training. No common framework. So while activity exists...alignment does not.

The ministries that are growing right now are starting to recognize the common thread:

People reach people better than organizations do.

When you begin to see P2P not as a tactic, but as a **way of working**, everything starts to change. Instead of isolated efforts, you begin building a culture where:

- Everyone understands their role in relationship-building
- Volunteers are coached, not just recruited
- Stories are shared consistently
- The “ask” becomes something people are equipped to make, not afraid to attempt

This is where Philippians 4:17 becomes incredibly practical: *“Not that I seek the gift, but I seek the fruit that increases to your account.”*

Peer-to-peer, at its best, is not about multiplying asks. It’s about multiplying **people experiencing the joy of Kingdom investment**. And that happens best... through relationships.

Why not try this?

Take 20 minutes this week and list every place in your ministry where someone outside your staff is helping connect others to your mission.

Don’t organize it yet. Just notice it.

You may discover... you’re already closer than you think.

Passionately,

Rick

P.S. Watch for Part 2 of our Peer 2 Peer tip next week, including some questions you should consider asking yourself before starting to work on a Peer 2 Peer plan.

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