



Weekly Tip  
April 6, 2026  
Peer to Peer - Part 2

# MULTIPLY 417

Passion: The Bridge between People and Purpose

Dear Ministry Leader.

## From Random Acts of Fundraising to a Unified P2P Strategy

Last week we made a simple but important observation:

You're already doing peer-to-peer. The question now becomes...

### Are you doing it on purpose?

Because when peer-to-peer is left unstructured, it produces *sporadic results*. But when it's unified, trained, and supported... It becomes one of the most powerful growth engines in your ministry.

Let's make sure we're clear on what we mean.

### What is Peer-to-Peer (P2P), really?

At its core, P2P is this:

**Equipping and empowering the people closest to your mission to invite others into it.**  
It's not staff-driven it is people-driven.

It shows up in:

- Board engagement
- Event hosts and table captains
- Volunteer leaders
- Major partners introducing peers
- Even staff outside the development role

The common denominator? **Trusted relationships.**  
And here's why it works...

- People give to people they trust.
- People listen to people they know.
- People act when someone they respect invites them.
- P2P simply aligns your ministry with how God already designed relationships to function.

**Should You Lean Into a P2P Strategy?** Here are a few questions worth prayerfully considering:

- Do we currently rely too heavily on staff to drive all fundraising activity?
- Are there people in our circle who love our mission but aren't actively helping us share it?
- Do our board members clearly understand how to engage their network?
- Are our events structured around participation... or just attendance?
- Do we equip people with language, stories, and confidence to make an ask?
- Are we consistent in how we train and support volunteers across different areas?
- Do we have untapped relational networks sitting right in front of us?

If you found yourself saying "yes" (or even "I think so") to several of these...There's real opportunity here.

### Next Steps to Begin Building a P2P Culture

Start simple. Build intentionally.

#### Name it

Begin using the language of peer-to-peer internally. Help your team see the connection across board, events, and volunteers.

#### Map your people

Identify who is already influencing others on your behalf. Board, hosts, connectors, champions.

#### Clarify the "why"

Help each person articulate why they care. Passion is the bridge between people and purpose.

#### Train the basics

Give simple tools:

How to share your story

How to invite someone

How to make a comfortable, confident ask

#### Simplify the tools

Email templates. Text language. Short videos. Make it easy to act.

#### Coach, don't just recruit

Stay engaged. Encourage. Follow up. Celebrate effort, not just outcomes.

#### Align your efforts

Bring consistency across events, board engagement, and volunteer involvement.

And if you're reading this thinking...

"We know we should do this... but we're not quite sure how to build it out..."

That's actually very normal.

This kind of shift doesn't require more activity.

It requires **intentional leadership and structure.**

(And sometimes... just a little help from someone who has walked alongside others in building it well.)

Peer-to-peer isn't a new strategy.

It's a rediscovery of something powerful God already designed:

#### People reaching people.

And when that happens with clarity and purpose...

The fruit has a way of multiplying.

Passionately,

Rick

P.S. Want to talk through some ideas about executing Peer 2 Peer? I'm always available at (209) 541-5720

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