



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip

April 20, 2026

5 Areas You Can't Afford to Ignore in Your Development Strategy

Dear*{{Informal Name}}*,

Each week, I try to bring you one clear, actionable idea. This week, I want to step back and give you something just as practical, but a bit broader.

Consider this a short self-audit.

Below are five critical areas every ministry should be paying close attention to. As you read, be honest. If you see a gap between where you are and what you know is best practice, that's not discouraging. That's an opportunity.

Issue #1 – Your Value Proposition

Do you have a clear and compelling value proposition? More importantly, are you actually using it? When a prospective partner asks, "Why should I give to you instead of someone else?" your value proposition should answer that question quickly and convincingly. If it's unclear, hidden, or inconsistent, it's costing you.

Issue #2 – Your Giving Pages

Are your giving pages truly optimized, or just functional? There's a big difference. Have you looked at your open rates? Your conversion rates? Have you had an outside set of eyes evaluate them? Organizations like NextAfter have shown again and again that small improvements here can lead to significant increases in giving.

Issue #3 – Your Storytelling

Are you telling stories, or just sharing information? Have you trained your team in the Hero's Journey (the Monomyth)?

This framework shifts your communication so that the partner becomes the hero, and your ministry becomes the guide. That's a powerful change, and it aligns beautifully with how people are wired to engage and respond.

Issue #4 – Missionary vs. Missional

Where do you fall on this spectrum? More importantly, is it intentional? There is nothing wrong with tradition. In fact, much of it is rooted in faithfulness. But sometimes "the way we've always done it" isn't faithfulness, it's just familiarity. The key is discerning the difference and making sure your approach is truly aligned with what is biblically best for your partners, your staff, and your mission.

Issue #5 – Legacy & Asset-Based Giving

Are you actively pursuing these opportunities? Between the Great Wealth Transfer, evolving tax laws, and the way people are building wealth today, this is no longer optional. Tools like donor-advised funds, stock gifts, and IRA-based giving are becoming standard practice for many generous families. If you're not addressing this, you're leaving both impact and opportunity on the table.

Take a few minutes this week and evaluate each of these areas. You don't need to fix everything at once. But you do need to know where you stand. Because clarity leads to confidence, and confidence

leads to action.

Passionately,

Rick

P.S. These are all areas I spend a great deal of time working through with ministries. If one of them stood out to you, I'd be glad to talk it through with you. I always make time for a complimentary 30-minute conversation. Just give me a call at (209) 541-5720.

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