

Weekly Tip - July 6, 2026

Healthy Development Is a Long Game

Dear Ministry Leader,

We just came off the Fourth of July. Fireworks, cookouts, maybe a mid-year appeal you pushed out the door before the holiday. If your team is a little tired this week, I understand. Summer development has its own kind of hustle.

But here is a question worth sitting with while things are quiet: are you building a ministry that spikes, or one that compounds?

“Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up.” Galatians 6:9 has been tacked above my desk in one form or another for most of my 41 years in this work. Not because it is a nice verse for a coffee mug, but because development is agricultural, not theatrical. You do not get a harvest from a fireworks show. You get it from planting, watering, and showing up in the same field long after anyone is watching.

I learned this the hard way early at YFC. I loved a good event. Big banquet, strong appeal, a number on the board that made the whole staff feel like heroes for a week. Events have their place, I still run plenty of them. But I remember a year where we hit every event goal and still ended the year down in overall partnership. We had chased spikes and skipped the sowing. The partners who mattered most, the ones who would still be with us five years later, never got a phone call that was not attached to an ask.

Here is the distinction I want to put in front of you. Call it “hype development” versus “healthy development.”

“Hype development” chases a moment. A campaign, a match, a viral post. It measures success by how loud this week was.

“Healthy development” chases a relationship. It measures success by whether a partner is more connected to your mission in December than they were in June.

“Hype development” runs your staff hot and drops them cold. “Healthy development” runs at a pace your team can sustain, because Colossians 3:23 was never written for a sprint. “Whatever you do, work at it with all your heart, as working for the Lord.” That is an endurance verse, not an adrenaline verse.

And this is where Philippians 4:17 does its quiet work. Paul was not chasing the gift. He was chasing the fruit that would be added to the Philippians' account. That is a long

game verse too. The gift is a moment. The fruit, a partner's own growth in generosity and Kingdom passion, is what compounds over years.

Why not try this this week? Pull your last three campaigns or appeals. For each one, ask honestly: did this build a relationship that will outlast the campaign, or did it just move a number? You do not need to feel bad about the number movers, they have their place. But if every one of your last three efforts was a spike with no sowing underneath it, that is worth noticing. Then pick one partner this week, just one, and reach out with no ask attached. A note, a call, a genuine "how are you." That is the long game, one seed at a time.

You will not burn out doing this. You will burn out doing the other thing.

Passionately,
Rick

P.S. If the long game sounds lonely to walk on your own, that is exactly why I started the Virtual Consortium Group, a small monthly roundtable where executive leaders talk through this kind of thing with peers instead of in isolation. If you would like to hear more, just call or text (209) 541-5720.

Suggested visual: A long dirt road or field path at golden hour, a hand brushing tall wheat or grass at the edge of the frame. Warm, unhurried, real light, not a stock sunset. The point is patience and a long view, not a finish line.

Multiply 417
(209) 541-5720
www.multiply417.com