

Gateway to Crowdfunding

action learning course

Raise funds, learn new skills and thrive!

Session 4: Mapping and Building Your Networks



welcome


 GlobalGiving

Photo: The Nyaka AIDS Orphans Project

Agenda

(pen and paper helpful for today's session)

Key dates

Introduction to the principles of networks

How to network map

Working with champions

GET READY

Close emails &
documents

Turn your mobile phone
off

Be open and ask
questions

Be positive

Share constructive
feedback

Have fun



Key Dates

- **21st October – Winter Crowdfunding Challenge London Workshop**
- **25th October – Session 5: Using Email Effectively for Fundraising Online**
- **27th October – Session 6: Developing A Successful Social Media Campaign**
- **28th October – Deadline to Submit Project Pages**
- **14th November – Gateway to Crowdfunding Challenge Begins**
- **19th December – Gateway to Crowdfunding Challenge Ends**

Assumptions

- **Crowdfunding** focused but network mapping skills transferable across all fundraising
- Mapping is an **essential** activity in any successful individual fundraising campaign
- Activity should be **repeated** at least annually with the whole team

NETWORKS

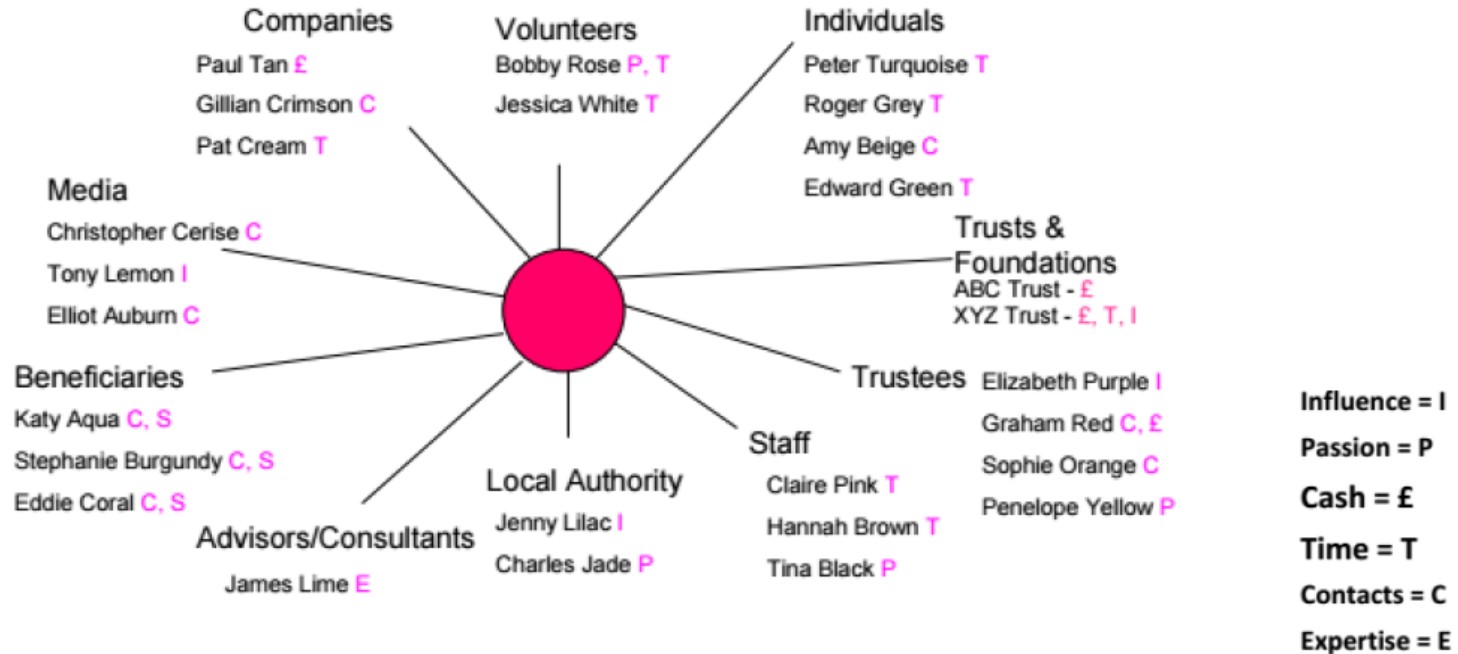
Your network

1. Larger than you think
2. Always potential to be developed and grow
3. Celebrate them!

Why do Networks Matter?

- Security and Stability
- Planning ahead
- Credibility and Trust
- Contacts & opportunities
- Running costs- more flexible funding
- New activities- try things out

Valuing your network



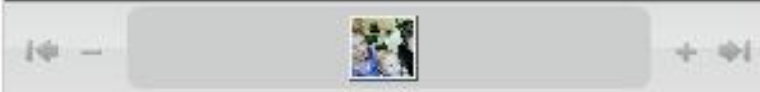
Networks and online fundraising

- Online fundraising is network fundraising
- The best resources non-profits are the best networked
- Your network is your **greatest resource** in the
Challenge

Note: Can seem daunting but actually it is fun. Honestly!



Prepare 20 Russian orphans for adult life



How You Can Help ³

Make a donation

- £6** - will pay for pens, paper and craft for one session
- £11** - covers the cost of tea and snacks for orphans and two volunteer families for one session
- £19** - will give the project leaders the opportunity to take the group to orphans and teachers in colleges

[show more](#)

£ Other amount

give now

Received £3,562 from 116 donations from people around the world like:



[Ajithswor](#)



[EricDamo](#)



(Anon.)

+



YOU!

Give now to
become donor
#117!

So where are you now?

- *How many individuals donated to your charity in the last 12 months?*
- *What methods do you currently use to recruit individual donors?*
 - *What time do you dedicate to individual fundraising?*

(share in the chat box)



What networks are you in?

Take one network and list who you know (names). How many people?

Former
Workplaces

Family
&
Friends

Current/
former school,
college,
university

Professional
associations

Hobbie
s/
Special
interes
ts

Workplace
(your
colleagues)

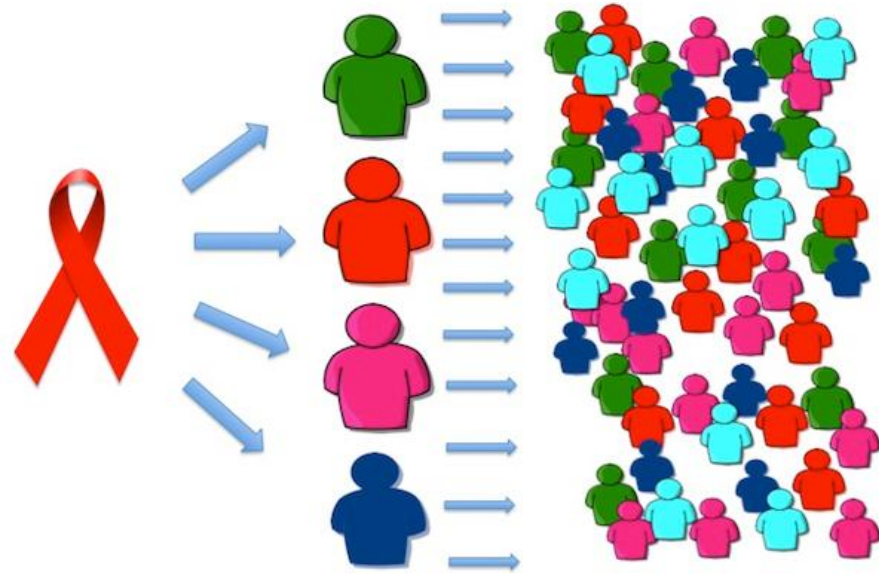
Faith group
(Church,
Mosque,
Temple etc)

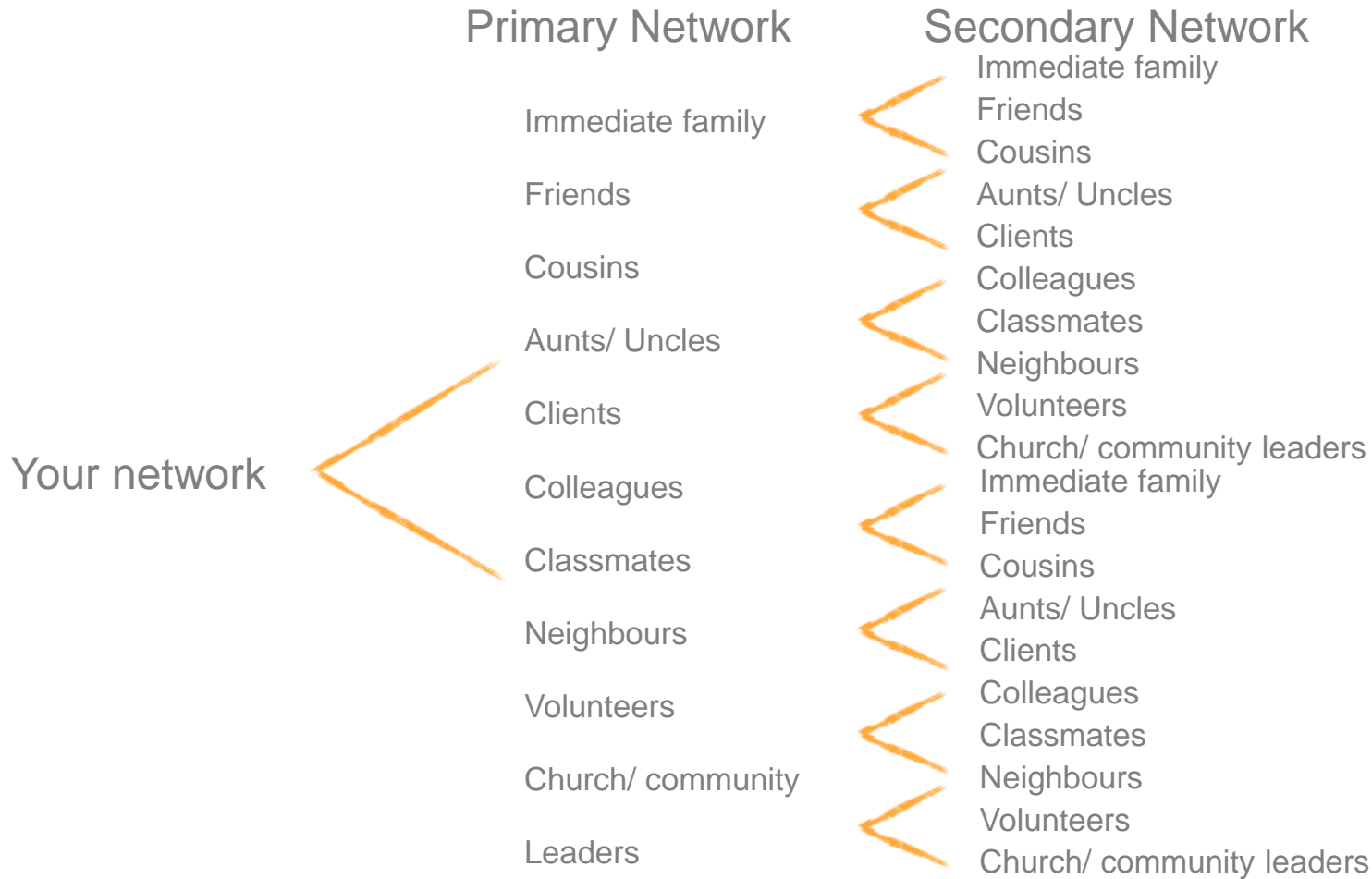
Local
businesses

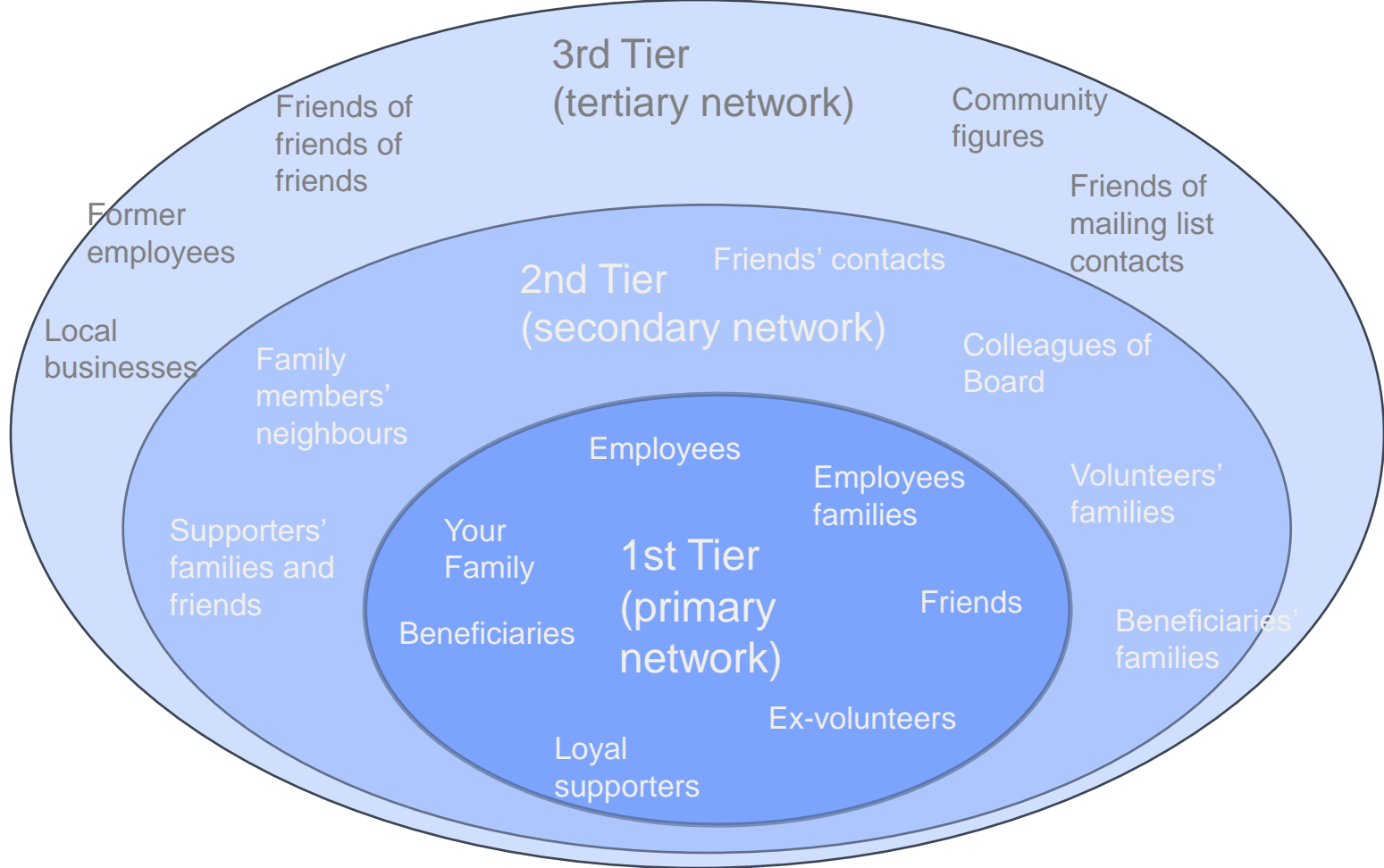
Sport
Clubs

Local
community
groups

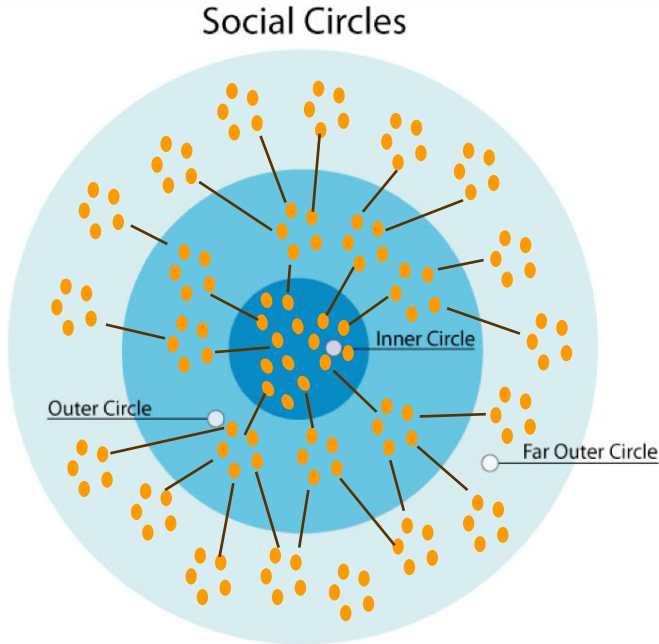
What does your network look like?







Grow your Network



Build through your network's networks. Everyone in your network has their own network.

- Who do you network know?
- 6 degrees of separation...

Build your Network

- Ongoing but intense bursts of mapping can be highly productive.
- Activities to engage new people (online & offline)
- Use the **Gateway Crowdfunding Challenge** as a tool to build your network with a specific ask

Goals for your Network

- **Review your goals - What do you want to achieve?**
- **Decide specific goals for your network:**
 - We want to **re-engage** existing supporters with 65% making a donation.
 - 10% of our **existing supporters** to become **champions** (not donating but working their networks for us).
 - We want to get 30 **new** donors to give.

ACTIVITY

How do you plan to achieve your goals?

Type in chatbox

Basic Network Mapping Process

- Understand
- Map
- Build
- Actions
- Mobilise

How to do Network Mapping well?

Clear objectives, good targets, timescales, responsibilities, review

Clear roles, asks, emphasis on quality, review & adapt database.

Thanking, Listening, Acting. Maintaining & developing your database.

Implement learning quickly; schedule donor development process.

Create a map. Create a database

ACTIVITY

Who do we know?

Sit down and do your network mapping with your team

Who do the people you know, know?

(note: you can't possibly know the comprehensive list without asking them – involve them!)

What contact details do you have?

What is their preferred means of contact?

What type of contact are you best at?

Do you want to test a new method?

Don't forget your beneficiaries.

It's always good to repeat this process periodically.

From the Map to the database

1. **Build your database** (a simple excel sheet or a Customer Relationship Management (CRM) system – whatever fits your size)

Name, address, phone number, email address, social media

Categorise how you know them/ their link

Include how they could help (e.g. influence, contacts, money, champions)

2. **Maintain the database**

Record interactions (donations, fundraising, introductions)

Active column – i.e. what next?

Try to Mobilise Your Champions



STEP ONE

1. Identify them

- Friends/ family/ neighbours/ personal contact
- Local staff, volunteers (current or ex)
- International staff, volunteers, contacts
- “Friends” of the organisation
- Regular donors
- Board member(s)

Start with staff (they are champions) and get them to ID

Then look in unexpected places! Open up the invitation.

STEP TWO

Step Two: Engage and Inspire them

Sooner rather than later

- Remind them/ impact
- Be personal
- Be inspiring: real, tangible
- Make them feel special**

Give them options:

- Network 10 x 10 x 10
- Be social media champion
- Host a fundraising event
- Do a sponsored activity (use GlobalGiving Fundraiser page)

STEP THREE

Step Three: Educate and Inform them

- Provide champions with information
 - The project and Your organisation
 - Gateway Crowdfunding Challenge details/timing
 - How to donate / fundraise online and offline
 - GlobalGiving and how it works
- Provide a direct contact at your organisation for support, questions and follow up

STEP FOUR

Step Four: Equip them

Support your supporters! Prepare in advance.

Links to GlobalGiving page, website, blog, Facebook etc

Access to photos, videos, brochures etc

Pre-written emails and materials to tailor

Fundraising ideas and tips: a fundraisers' pack?

Access to you for ongoing support and ideas – you need to keep them motivated! If it's gone quiet, call them 😊

STEP FIVE

Step Five: Involve them and Thank them

Make them feel part of the team

- Check in with them throughout the campaign
- Share fundraising success stories
- Use discussions boards, online groups, social media to engage them
- Celebrate their efforts by sharing with others. It makes people feel good 😊



Case Studies

Nepal Village Foundation, £3,452 from 136 Donors

**Nepal Village Foundation, £3,452 from 136
Donors**

First ever engagement with online fundraising

Planned ahead – ready 2 weeks before
Challenge

Attended GlobalGiving UK fundraising
workshop

What they did

Spoke to existing network first and got their
support

Went beyond their family, friends and
colleagues

Mix of direct giving & sponsorship (fundraiser
page)

Fundraising Walk – The Thames Walk (raised
over £1000 from 30+ donors)



<http://www.globalgiving.co.uk/projects/girls-education-in-nepal/>

Aid to Burkina, £5, 779 from 72 donors

What they did

Extensive network mapping

Family, Friends, Work colleagues

Local community organisations &
churches

Volunteer assisted with press articles
for local newspapers

Good at thanking people throughout
the campaign

Use their personal story as a hook to
reach out to new contacts

Offline fundraising event to encourage
additional donations

Directed small trusts to their Gateway
Challenge project (i.e. Rotary)

<http://www.globalgiving.co.uk/projects/change-the-lives-of-60-street-boys-in-burkina-faso/>



Mapping Matters 😊

Mapping Matters 😊

“Mapping your network – I really enjoyed this.

It enabled me to think outside the norm as well as understand how vast and varied my personal network is and how useful they are.”

“I got ideas that will be great for my campaign and yet they simply had not occurred to me before. For example, contacting villagers in the community in Tanzania and seeking their diaspora networks. I will do this!”

Recap

Appreciation for others. Appreciation for yourself.

Reach out to existing contacts and build

Prepare phone scripts, emails and more...

Use **varied** means (and people) to contact network.

Use champions.

Remember **why** you are doing this!

Persistent optimism is essential 😊



Questions?

ACTIVITY

Homework

Get GG Reward Points for Participating in the Webinar

Share the recording and slides with your team

Complete your Organisational Survey

Create or Improve your Project Page

Create or update your network map

Need help during the Challenge

We're here to help!



Email: UKPROJECTHELP@GLOBALGIVING.CO.UK

**Post your questions or share on
our Winter Challenge Facebook
Page**

Call: 44 2072428079



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@GlobalGivingUK