

How to Grow Your Network

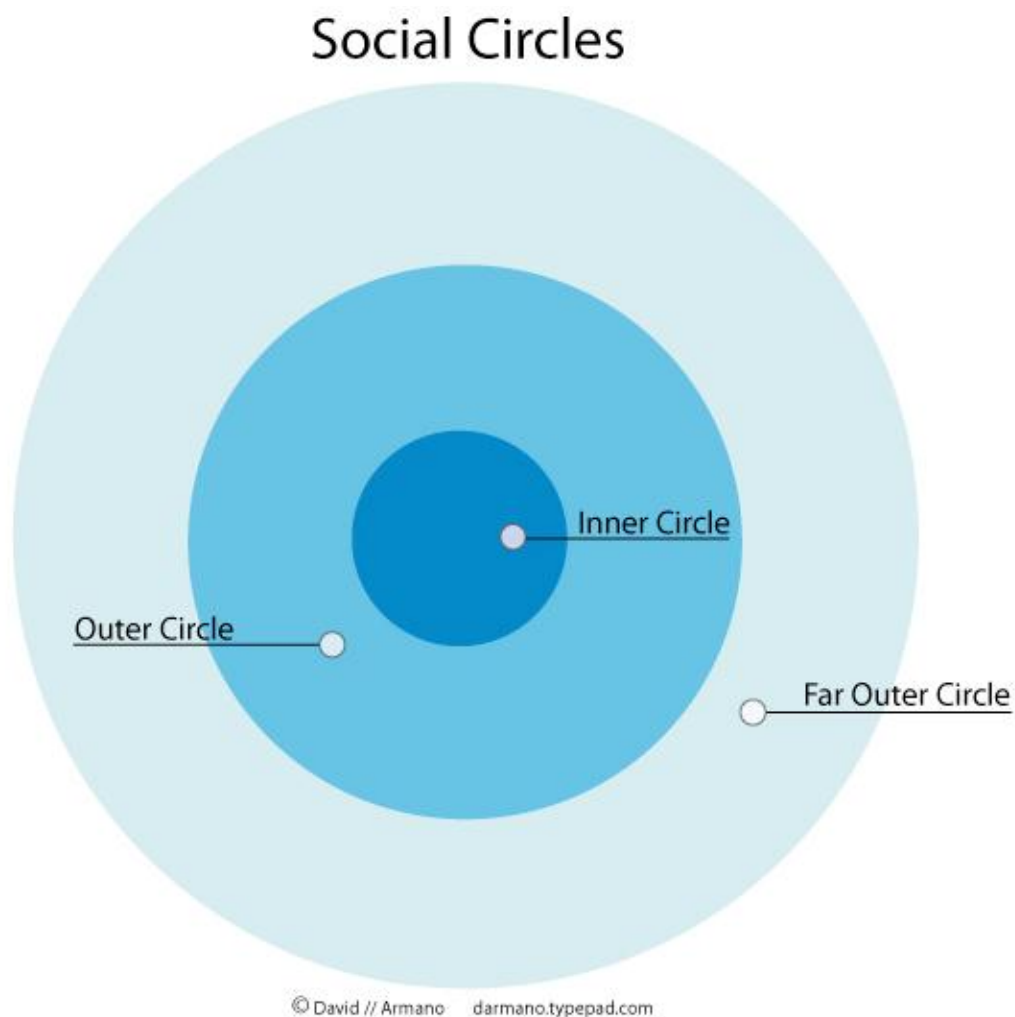
With tips from Joe Garecht of the Fundraising Authority

1. Map your Network
 - a. Identify a demographic of people who would be interested in your cause—young professionals, doctors, senior citizens, alumni from your college, etc.
 - b. Start with who you know: make a list of board members, key donors, and volunteers.
 - c. Ask your inner network to introduce you to their friends. Assure them you'll treat those people well!
2. After you have identified who to contact, reach out!
 - a. Build a relationship with prospective donors by introducing yourself and your organization and giving examples of past projects or success stories. Don't ask for money immediately.
 - b. Once you've invested in a relationship, find an appropriate time and medium, and be concrete with your ask. Say "I'm trying to reach a goal of \$4,000. Will you please donate \$50 to help me get

there?” or “Would you be willing to contribute \$25 to vaccinate 10 children?”

- c. Thank them!
3. Follow up with reports on how your project is doing and how their money is being used.

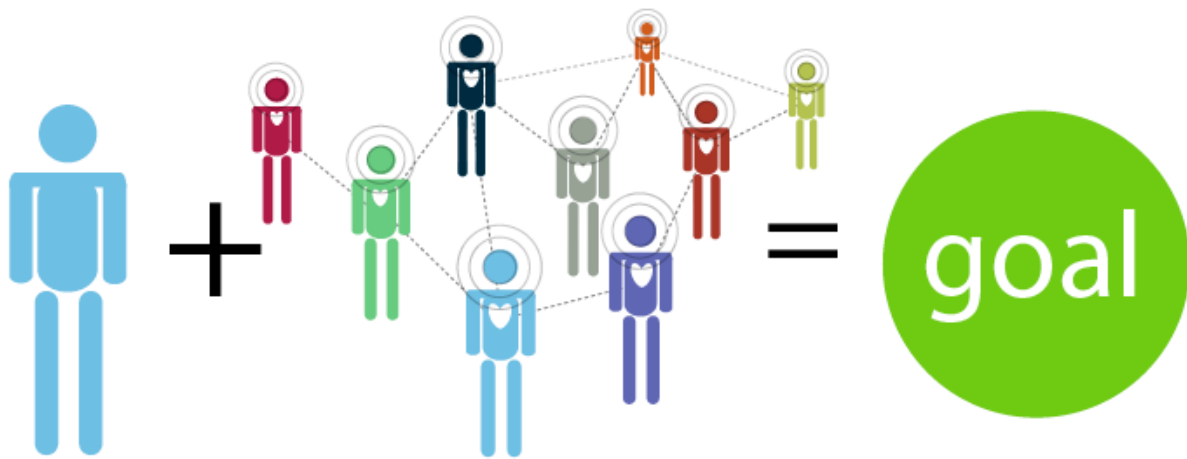
Network Mapping Explained:



Inner Circle: immediate contacts (you and the people you know)

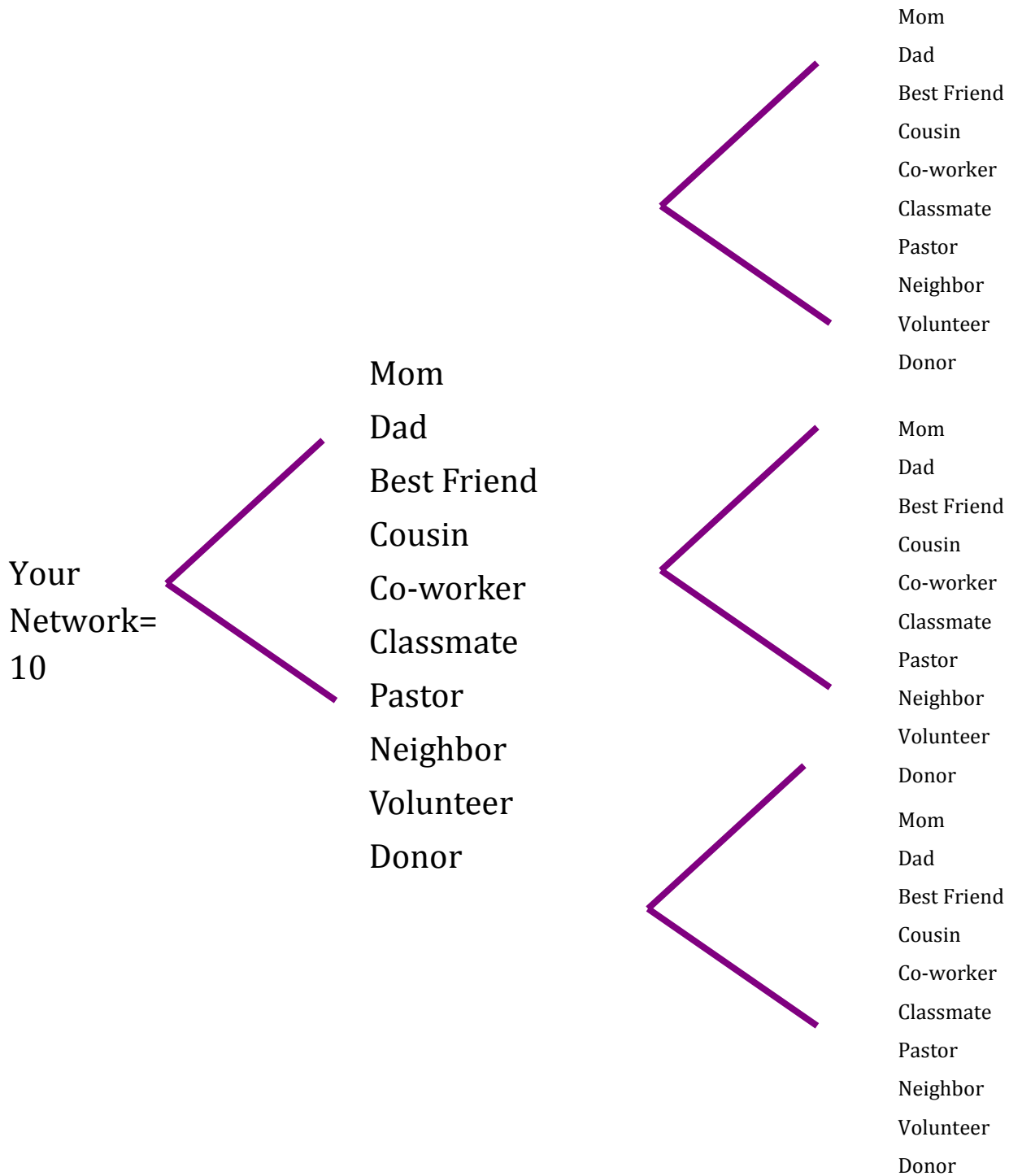
Outer Circle: secondary contacts (the people who know the people you know)

Far Outer Circle: people who may support your cause because of their connection to someone in your inner or outer circle

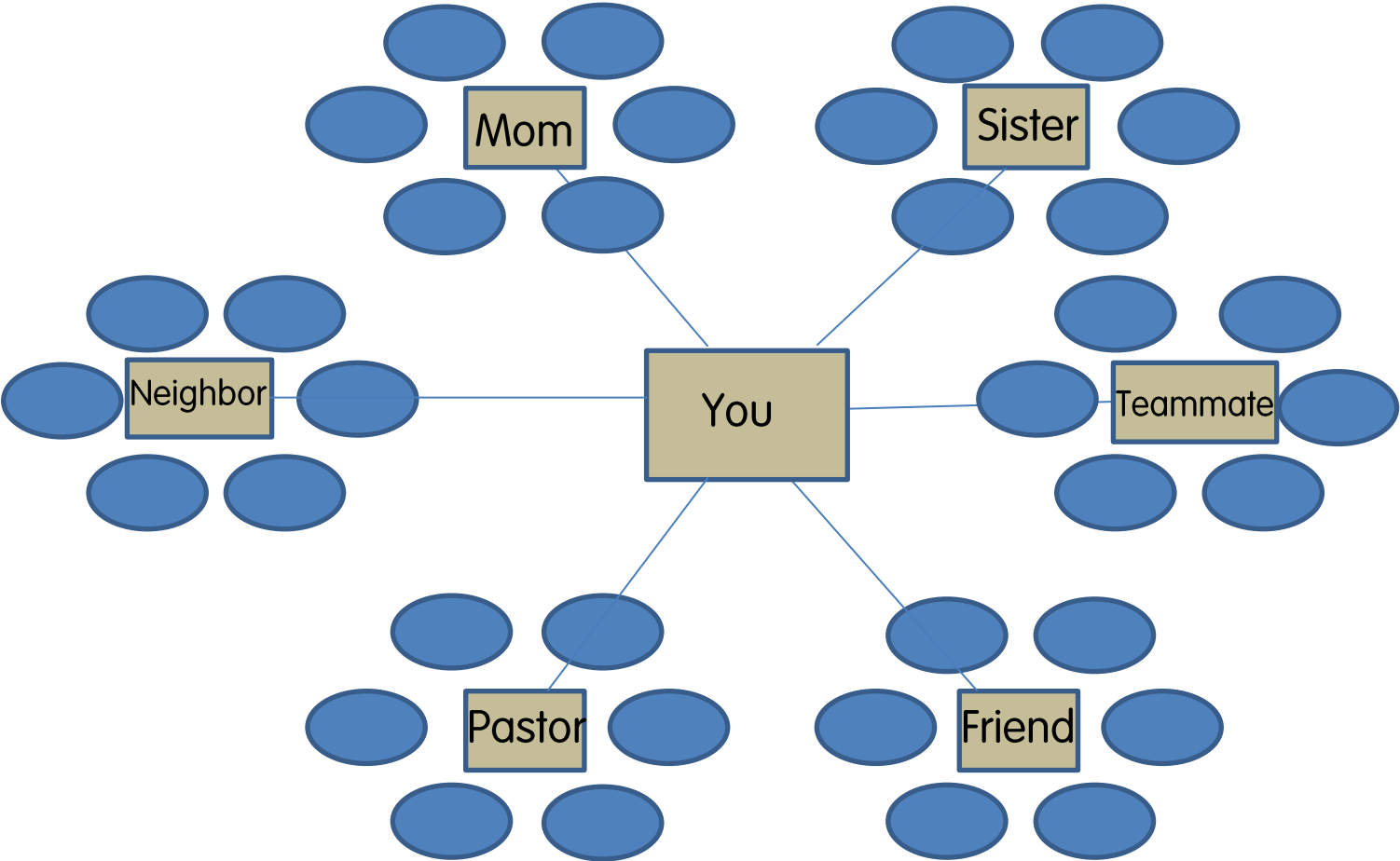


You ask Friends and Friends of Friends and they give \$\$

How a Network Grows:



How to Map Your Network



How to be Effective with Your New Contacts

1. Track what they're doing—use the Donation Manger in our project entry system to track how and when donors give, how much, and how often
 2. Send a thank you email or letter after every donation
 3. Stay in contact—provide monthly updates and stories from your beneficiaries
 4. Recognize donors in your newsletters and social media spaces
5. Offer support and access to your staff—invite donors to your project site, make sure your contact information is visible and available
6. Identify leaders who may be willing to become fundraising captains for your organization



Learn More with our [Network Mapping Webinar](#)