

# CHEAT SHEET

## MODULE 3



Networking means to establish connections with different people in your field and to use these connections strategically. Particularly in the field of fundraising, this is very important, as a lot of grants are awarded directly and not through open calls.

Networking has many aspects to it. Attending conferences, workshops and meetings is one of them. Trying to connect with potential donors or partners online is another. To be a good networker, you don't have to be extremely social or an extrovert. If you think about it strategically, you can still be successful even if talking to strangers is normally not your core competence.

You will have much better chances of success once you were able to establish a personal relation with someone at the donor's office.

Donor Networking does not only mean to talk to donors and high-level representatives, but to talk to everyone and establish successful partnerships. You never know what might come out of it for you and your counterparts.

### ALWAYS FIND THE RIGHT CONTACT PERSON WHEN YOU FIRST CONTACT A NEW DONOR

- If possible, try to have personal contact instead of online
- Offer something and consider their side
- Try to think of ways to establish a partnership for mutual benefit for donors instead of only seeing them as cash cows.
- Ask good questions!

#### Examples of good questions:

"Since your organization has been supporting xx for such a long time, how do you stay current in this field? What resources would you recommend for development organizations working in this field?"

"I see you are currently funding xx project. We are planning a very similar project for next year, but are having some internal debates about the most effective ways to ensure community participation. Do you have any insights on this based on your current work?"

### COMMON MISTAKES WHEN EMAILING NEW DONORS:

- ➔ Using the general email address instead of finding a contact person
- ➔ Asking for money immediately
- ➔ Not making a specific request
- ➔ Asking for the impossible
- ➔ Doing no research before reaching out