Welcome!
We’ll get started at 10 a.m. ET.

- Introduce yourself using the Chat feature. Select To “All panelists and attendees” before sending your message.
- Use the Q&A feature to ask questions.
OBJECTIVES

- Start a network map for your organization

- Identify fundraising advocates within your network and prepare them for success

- Thank your donors using the Thank You Notes Manager on your GlobalGiving Dashboard
Agenda

1. Introduction
2. Network Mapping Fundamentals
3. Fundraising Advocates & Fundraiser Tool
4. Network Mapping Activity
5. Thanking Your Donors on GlobalGiving
6. Next Steps + Q&A
Introduction
Meet Your Trainers

Megan DeSisti  
*Program Associate - New Partner Support*

Michael Gale  
*Director of Programs*

Anna Juszczak  
*Program Fellow*
Webinar Guidelines

- Comments → Chat
- Questions → Q&A
- Leave webinar + rejoin if experiencing audio/technical issues
- Webinar recording will be available on the Accelerator Hub page within 12 hours
Watch recording on Accelerator Hub page, all training recordings will be available within 12 hours of the live webinar.
200+ projects already submitted!
Network Mapping Fundamentals
“The power of crowdfunding isn’t in the funding, it’s in the crowd.”

MARI KURAISHI
GlobalGiving Co-Founder
Network
A group of interconnected people
Network Mapping

A visualization of your connections in an effort to grow your base of supporters
Visit www.globalgiving.org/learn for more fundraising tips, tools, and resources.
Not everyone in your network will be a donor
And that’s OKAY.
Why map your network?
1. To know your audience and how/where to reach them
2. To identify opportunities to engage your network
3. To expand your reach and grow your visibility through your existing network
Who is in your network?
Your network is bigger than you think!

- Board members
- Staff + Alumni
- Volunteers
- Family + Friends
- Community Foundations
- Diaspora
- Religious Institutions
Primary → Secondary → Tertiary
We sat down with our whole team and completed a network map using everyone’s contacts. It took hours. By the end, we had over 400 first person contacts ready to go. We assigned these contacts to different people, and we also segmented how we would talk to each potential donor, depending on how we knew them.

DANIEL LARIOS
March 2020 Accelerator Graduate
Raised $35,796 from 307 unique donors (including 32 recurring donors!)
Network Mapping Tips

• Useful beyond your crowdfunding campaign
• Do as a team!
• Set aside at least an hour
• Repeat every 6-12 months or when a new person joins the organisation
Fundraising Advocates
Who is a fundraising advocate?
Individuals who become part of your team

- Help build trust
- Attract new supporters
- Act as your brand ambassadors
- Examples of potential fundraising ambassadors: Enthusiastic board members, your most engaged social media followers, former colleagues, friends + family
Biggest piece of advice is if you have a board of directors, get them involved early and get actual commitment to actionable steps they'll take to support the campaign when it is underway. We had that support and it made a huge difference during these tough global times to ensure we achieved the graduation milestones.

KELLY BRANTNER, Business for Better Society
Raised $5,866 from 48 donors in the March 2020 Accelerator
Characteristics of a Great Fundraising Advocate
1. They have a large network of friends, family, etc.
2. They are passionate and positive about your cause and interested in your work.
3. They know your story and can act as brand ambassadors.
4. You are comfortable asking them to help.
5. They have the time and willingness to work.
GlobalGiving Fundraiser Tool

Help raise money!
Support this important cause by creating a personalized fundraising page.

START A FUNDRAISER
You need to submit your project and have it approved first!

1 Active Project

Preapproved (Pending Approval)  PROJECT #43543

No Waste, All Taste: Fish to Feed Horn of Africa

$0 raised of $8,849 goal
No Waste, All Taste: Fish to Feed Horn of Africa
by FairFishing

Coming Soon
This project will start accepting donations on Tuesday, December 3, 2019 at 12:00 AM EST:

13 Days
14 Hours
37 Minutes
12 Seconds

Get Updates via Email
your email
SIGN UP

We’ll only send you email updates about this project.

Help raise money!
Support this important cause by creating a personalized fundraising page.
START A FUNDRAISER
I’m running my first marathon to raise enough money to build and run a new school for orphaned and vulnerable children in Swaziland. Having spent a month volunteering with these amazing kids, I was deeply moved by the challenges they face...
GlobalGiving

Dashboard

GG Rewards

Organizations

Projects

Donations

Fundraisers

Donations

Reports

Disbursements

Users

Applications

Evaluations

Summary of All Time

Omitted for GlobalGiving, as these stats take too long to load.

GG Rewards

Rewards Status: Superstar

Search Rank: 4 of 5,051

EARN MORE POINTS

GET BADGES

Recent Activity

Omitted for GlobalGiving, as these elements take too long to load.

QUICK LINKS

Nonprofit Partner Handbook
Your organization's complete guide to succeeding on GlobalGiving.

GlobalGiving Insider Blog
Check out our blog for updates on campaign information, new website features, and more!

Visit Learn Library
Tips, tools, and resources for nonprofits, companies, and donors making the world a better place.

GG Commitment
Read GlobalGiving's commitment to our nonprofit partners.
RECAP: Fundraising Advocates

*Your voice in the crowd*

**Pick Your Team**

Make a **personal ask** to fundraising advocates.

**Give Them Tools**

Provide them with **tool + resources** to set up a **fundraiser**.

**Say Thanks**

Check in with your advocates and say *Thank you!*
Network Mapping Activity
Part One

Within each network category, write down the names of people you know

(2 minutes)

Everyone’s map will look different and that’s perfectly okay!
ACTIVITY

Part Two

For each name on your network map, assign a letter from the key (30 seconds)
ACTIVITY

Part Three

Star the network members who could serve as “fundraising advocates” for your organization
(15 seconds)
Thanking Your Donors
Thank Your Donors, Especially Now

• Thanking donors soon after they give is key to forming a long-term relationship with them.
• Use the Thank You Notes Manager on your GlobalGiving Dashboard to thank your donors easily, quickly, and meaningfully.
• Automate your thank you notes and segment based on the type of donor.
### Highlighted Donations

Your settings suggest sending custom thank you notes to these donors. View or change your settings.

<table>
<thead>
<tr>
<th>Donor Name</th>
<th>Donation Date</th>
<th>Donation Amount</th>
<th>Project ID</th>
<th>Traffic Source</th>
<th>Survey Feedback</th>
<th>Custom Thank You Note</th>
<th>Automation Status</th>
</tr>
</thead>
</table>

Based on your Highlighted Donations settings, there are no donations to show here right now.

### Other Donations

These donations are in one of three independent segments: $100 or more, $99 or less, recurring. We recommend using segmented templates and automation to thank these donors.

#### $100 OR MORE

<table>
<thead>
<tr>
<th>Donor Name</th>
<th>Donation Date</th>
<th>Donation Amount</th>
<th>Project ID</th>
<th>Traffic Source</th>
<th>Survey Feedback</th>
<th>Custom Thank You Note</th>
<th>Automation Status</th>
</tr>
</thead>
</table>

There are no donations to show here right now. Can't find what you're looking for? Try adjusting your filter or Highlighted Donations settings.
<table>
<thead>
<tr>
<th>Segments</th>
<th>Automation Rules</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100 OR MORE</td>
<td>Automatically send a note using template Default Thank You after 3 day(s).</td>
</tr>
<tr>
<td>Automation</td>
<td></td>
</tr>
<tr>
<td>Preview</td>
<td></td>
</tr>
</tbody>
</table>

- Also apply this rule to donations made within the last 30 days.
Highlighted Donations Settings

Use this list to quickly find the best candidates for custom notes:

- Donation Amount
- First-time Donors
- Survey Feedback
- Un-automated Notes

[Buttons: CLEAR, SAVE]
Your Next Steps
Facebook Group Activity

*Finish mapping your network using the Network Mapping Worksheet on the Accelerator Hub page.*

*Create a post in the Accelerator Facebook group and share your main takeaway from completing the network mapping exercise.*
PROJECT SUBMISSION DEADLINE

May 22
Q&A
We’re here for you!

Email us at accelerator@globalgiving.org if you have questions
Thank You