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.
- Start a network map for your organization

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

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

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

Megan DeSisti
Program Associate - New Partner Support

Anna Juszczak
Program Fellow
Webinar Guidelines

• Comments → Chat
• Questions → Q&A
• Leave webinar + rejoin if experiencing audio/technical issues
• Webinar recording and slides will be available on the Accelerator Hub page within 12 hours
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<th>Session</th>
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<td>Setting SMART Goals + Project Submission Tips</td>
<td>August 31, 10:00 AM ET</td>
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<td>2</td>
<td>Network Mapping + Advocates</td>
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<td>Storytelling</td>
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<td>Connecting with your Network</td>
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Watch recording on Accelerator Hub page, all training recordings will be available within 12 hours of the live webinar.
Submitting your project is required.

**PROJECT SUBMISSION DEADLINE**

Sept. 4
5 p.m. ET
“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
Who is in your network?
Your network is bigger than you think!

- Board members
- Staff + Alumni
- Volunteers
- Local businesses
- 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 + Advocates

Great news: You already know the people who are most likely to donate to your cause—they are your friends, family, colleagues, and acquaintances! Focus on how to inspire the people around you to donate to your cause, and invite them to reach out to their networks on your behalf.

Learning Objectives
1. Complete a network map for your organization.
2. Identify fundraising advocates within your network.
3. Plan your outreach to your fundraising advocates.

Recommended Learning
- Network Mapping for Crowdfunding Success
- How to Build a Network of Fearless Fundraising Advocates
- Success Story: She Raised More Than $15,000 To Support South Sudanese Refugees
- Recurso en Espanol: 7 Pasos Para Tener Exitó En Una Campaña De Crowdfunding

September 1, 10:00 AM ET
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!*
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
Not everyone in your network will be a donor

And that’s OKAY.
Part Two

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

Star the network members who could serve as “fundraising advocates” for your organization

(15 seconds)
How to Approach and Prepare Advocates
Draft Your Request and Pitch

● How will you make each individual feel invested and excited
● Keep it personal
● Answer any questions they might have
● Provide them with resources and tools they might need to make it as easy as possible for them!
  ○ “How To Build A Network of Fearless Fundraising Advocates”
Fundraising Tool for Advocates
STEP 1

You need to submit your project and have it approved first!
STEP 2

Direct your fundraising advocate to the green “Help raise money!” box on your project page.
STEP 3

Your advocates can customize their 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.
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!**
Thanking Your Donors
Thank You 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.

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

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.
Create New Women's Schools in Kabul

$100 OR MORE

Automatically send a note using template Default Thank You after 3 day(s).

Also apply this rule to donations made within the last 30 days.
Finish mapping your network using the Network Mapping Worksheet on the Accelerator Hub page.

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

Sept. 4
5 p.m. ET
Watch recording on Accelerator Hub page
We’re here for you!

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