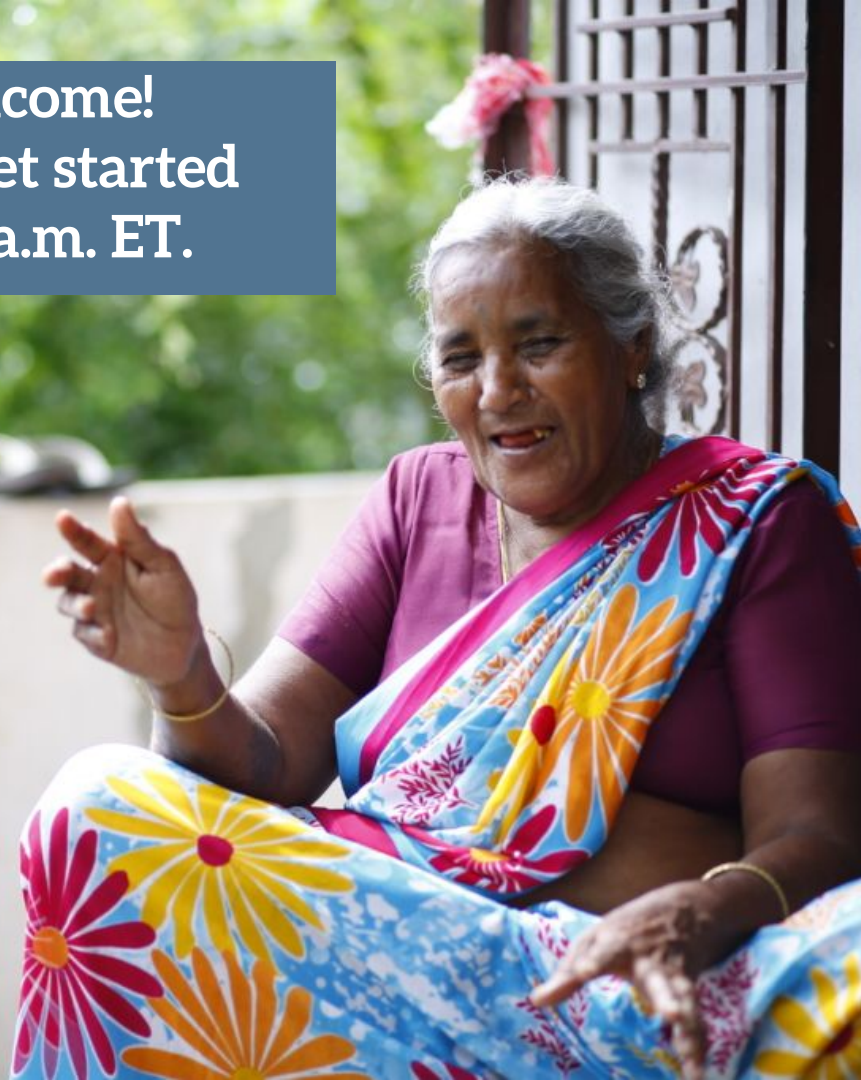


Welcome!
We'll get started
at 10 a.m. ET.



Introduce yourself
using the Chat feature.
Don't forget to select
To: All panelists and
attendees before you
send your message.



All Panelists
✓ All panelists and attendees

To: All panelis... ▼

Your text can be seen by panelists and other attendees



GlobalGiving ►►►►►►►►
Accelerator

**Session Two: Mapping Your Network &
Engaging Your Fundraising Advocates**

Meet Your Trainers



Maline Bungum

*Community Engagement
Consultant*



Megan DeSisti

Senior Program Associate

In one word, how would you describe your personal network/community?



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 & Activity
3. Fundraising Advocates & the Fundraiser Tool
4. Thanking Your Donors on GlobalGiving
5. Your Next Steps + Q&A

A raccoon is looking through a green chain-link fence. The raccoon's face is centered, with its dark eyes and black mask-like markings clearly visible. The fence's diamond pattern is prominent over the raccoon's face. The background is a soft-focus green, suggesting foliage. The word "Introduction" is written in white, bold, sans-serif font in the bottom right corner.

Introduction

Zoom Etiquette

- Comments → Chat
- Questions → Q&A
- Leave the webinar + rejoin if you experience any technical issues
- The recording and slides will be shared on the Accelerator Hub



2 Posting Your GlobalGiving Project & Setting SMART Fundraising Goals

Donors need the motivation to give! And you need a plan. To set yourself up for success, outline your SMART goals before the crowdfunding campaign begins. Need help posting your project? We'll walk you through the steps.

VIDEO

PDF

Recorded on August 30, 2021

3 Mapping Your Network + Engaging Your Fundraising Advocates

You already know the most likely people 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.

*Upcoming: **August 31, 2021***

PROJECT SUBMISSION
DEADLINE

***Submitting
your project
is required***

September
3

5 p.m. ET



Network Mapping Fundamentals



“The power of
crowdfunding isn’t in the
funding, it’s in the crowd.”

MARI KURAISHI

GlobalGiving Co-Founder

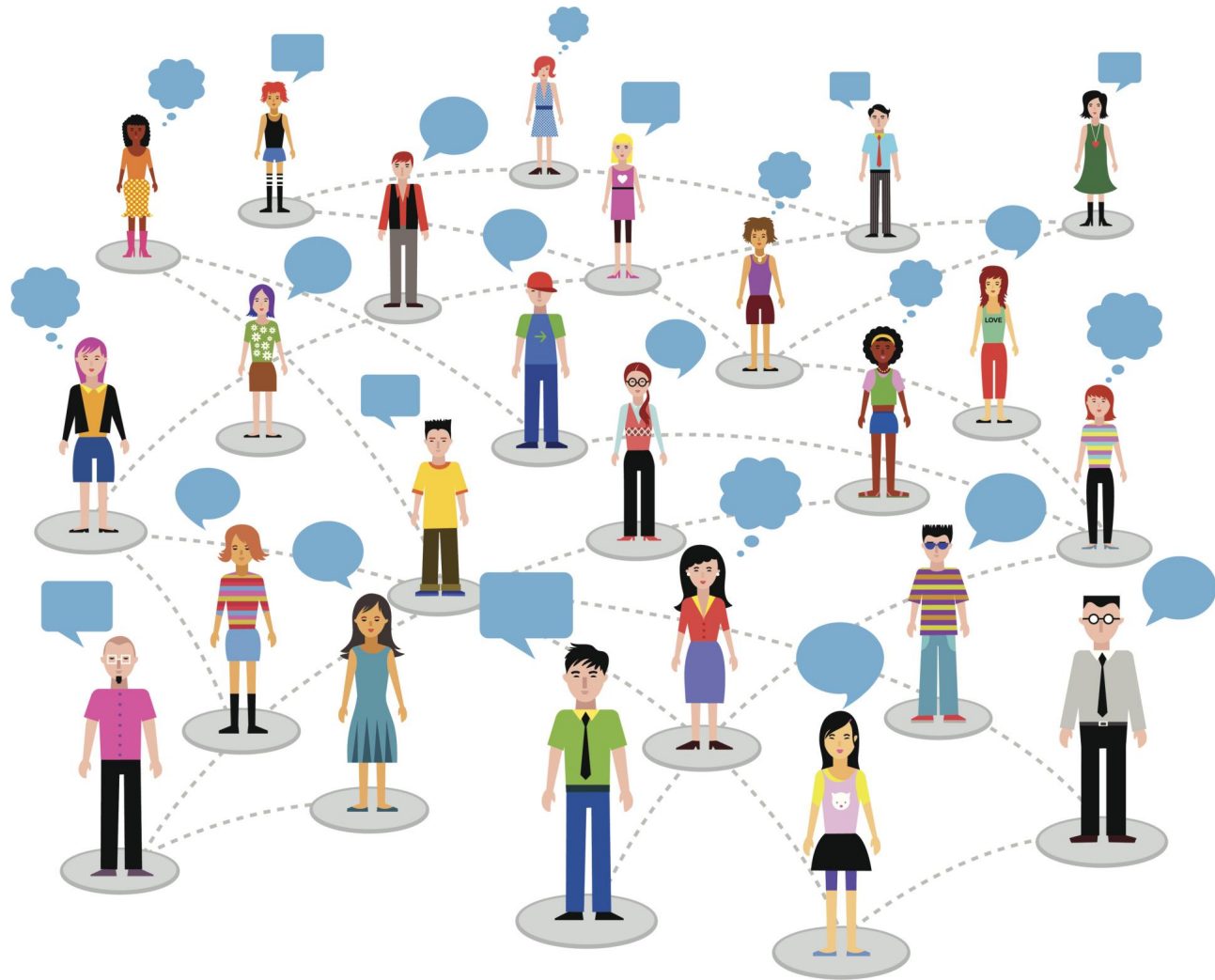
Network

A group of
interconnected people



Network Mapping

A visualization of your connections in an effort to grow your base of supporters



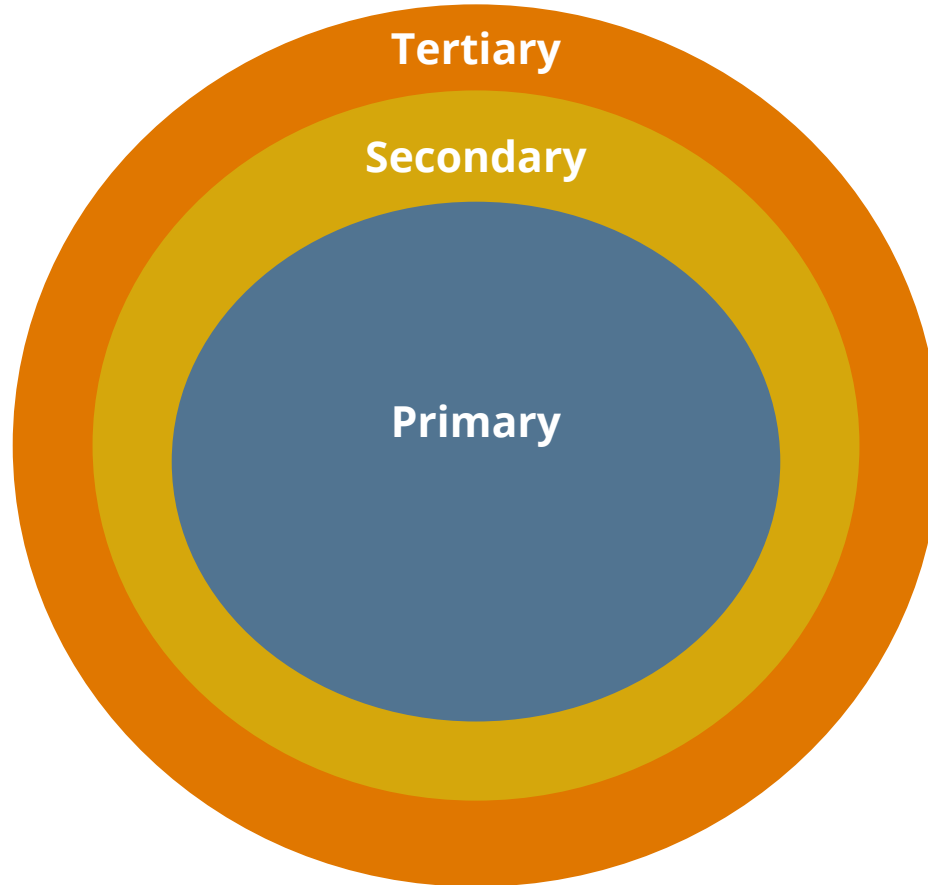
Who is in *your* network?

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 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

Activity

Network Mapping

Crowdfunding Tools, Tips, and Guides

Fundraising + COVID-19



Campaign Crowdfunding Essentials



Network Mapping Worksheet



Fundraising Advocates Guide



Beginner's Guide to Crowdfunding (English)



Recurso en Español: Crowdfundamentals



27 Free Resource for Nonprofits



Master Nonprofit Storytelling Fundamentals



9 Super-Simple Tips for Writing Effective Thank You Emails





Network Map

Key

I = Influence | P = Passion | \$ = Cash | T = Time | C = Contacts | E = Expertise

Companies

Example: Mark Smith, RPI Corporation, \$

Media

Example: Sue Pete, CNN, C

Volunteers

Example: Marten Lemma, T

Constituents

Example: Lawrence Halle, E

Individuals

Example: Lea Wang, P

Board Members

Example: Amrita Singh, I

Government Representatives

Example: Yani Jones, City Council, I

Foundations

Example: Sara Paul, Paul Family Foundation, \$

Visit www.globalgiving.org/learn for more fundraising tips, tools, and resources.



ACTIVITY

Part One

Write down the **names** of people you know in the following three categories: Individuals, Board Members, Volunteers.

(2 minutes)

Individuals

Example: Lea Wang, P

Board Members

Example: Amrita Singh, I

Volunteers

Example: Marten Lemma, T

Not everyone in your network will be a donor

And that's OKAY.



Network Map

Key

I = Influence | P = Passion | \$ = Cash | T = Time | C = Contacts | E = Expertise

ACTIVITY

Part Two

For each name you've written down, **assign a letter from the key (30 seconds)**



Network Map

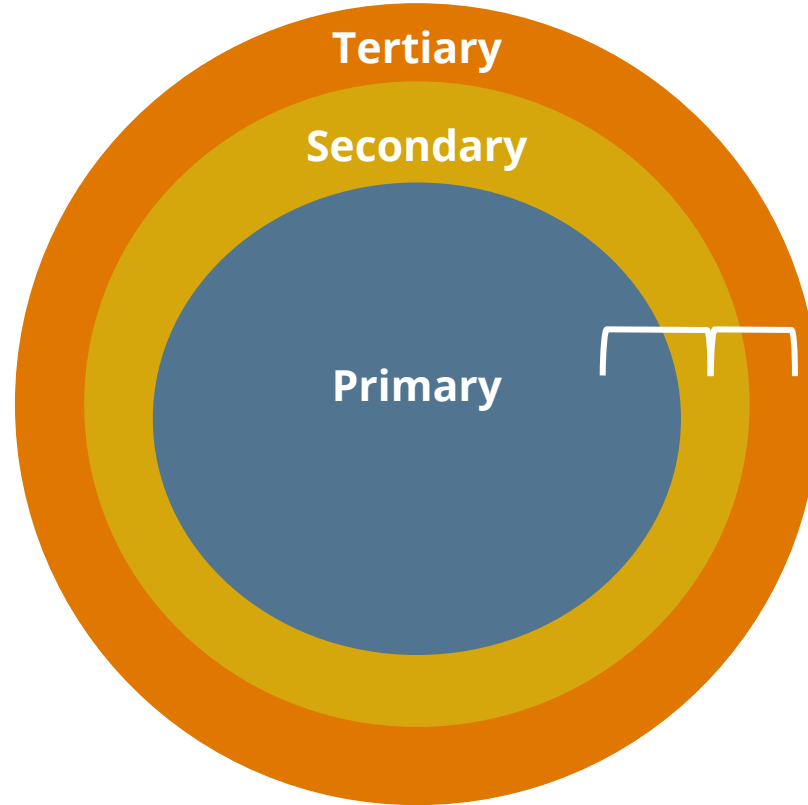
Key

I = Influence | P = Passion | \$ = Cash | T = Time | C = Contacts | E = Expertise



**Fundraising
Advocates**

Fundraising Advocates Build Bridges to Your Secondary and Tertiary Networks



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

ACTIVITY

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!
 - Fundraising Advocates Guide



Sample Email Messages for Advocates

Tailor the email templates below to your organization and share them with your advocates on a Google or Word document. Remind your advocates to periodically send email appeals to their network throughout the campaign, and encourage them to personalize all of their communications as much as possible. Their friends and family will be more likely to make a donation to your cause if they understand their friend or family member's personal passion and commitment to your cause. When you communicate with your advocates, share helpful fundraising tips and messages of encouragement and gratitude.

TOOL YOU CAN USE:

Advocate Email Template: **Week 1**

Hi **[Name]**,

I am passionate about **[Theme or issue area of organization]** because **[Personal story about connection to the cause]**.

It would mean the world to me if you would support **[Name of organization]**. Their team is trying to raise **[Fundraising goal]** in order to **[Primary objective of campaign]**. Because I believe in what they do, I committed to personally raising **[Advocate's fundraising objective]** for this important cause by **[Date]**.

Can you help me? You can donate today at **[URL where donation can be made]**.

Sincerely,

[Advocate's name]

Fundraising Tool for Advocates *(optional)*

A fundraiser page is different from a project page.

A fundraiser page allows an individual in your network to fundraise on behalf of your project in a personal way.

There is no pressure to ask your network to create fundraiser pages.


This is an option for you to add to your toolkit! :)

STEP 1

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

1 Active Project

VIEW ALL PROJECTS



Preapproved (Pending Approval)

PROJECT #43543

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

\$0 raised of \$8,849 goal

EDIT PROJECT

DONATIONS

REPORTS

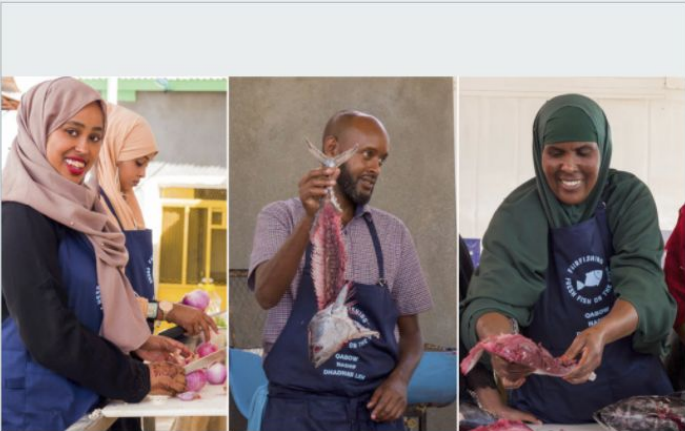
STEP 2

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

Hunger | Somalia | Project #43543

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
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Get Updates via Email

your email **SIGN UP**

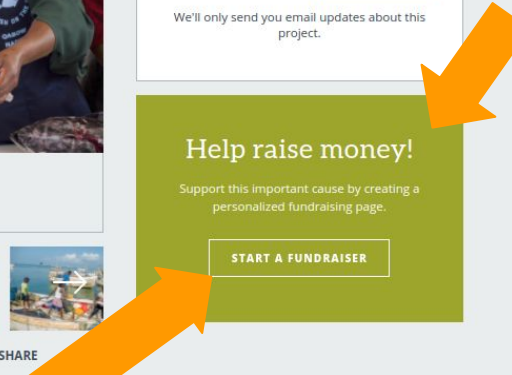
We'll only send you email updates about this project.

Help raise money!

Support this important cause by creating a personalized fundraising page.

START A FUNDRAISER

STORY | **REPORTS** | **PHOTOS** | **SHARE**



STEP 3

Your advocates can customize their fundraiser.

Create a Fundraiser

Fundraiser Details

YOUR FUNDRAISER TITLE

YOUR NAME

FUNDRAISER PHOTO (OPTIONAL)

no file selected

FUNDRAISER URL (OPTIONAL)

DESCRIPTION

FUNDRAISING GOAL (OPTIONAL)

Kris' Marathon

A fundraiser by Kris L.

Fundraiser pages look different from project pages. All fundraiser pages will say "A fundraiser by "[NAME OF PERSON WHO STARTED 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

\$3,090 of \$3,500 goal

Raised by 48 donors in 3 months

\$

DONATE NOW

SHARE:



COPY LINK

Recent Donations

\$50 from Daphne
1 month ago

£38 from Patrick
1 month ago

\$100 from Pamela
1 month ago

\$100 from Kate
1 month ago

Dashboard

GG Rewards

Organizations

Projects

Donations

Fundraisers

Project Appeals

Reports

Disbursements

Users

Applications

Evaluations

Summary of All Time

VIEW ANALYTICS

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

GG Rewards

VIEW GG REWARDS

Rewards Status:

Superstar

62 points

Search Rank:

4

of 5,051

EARN MORE POINTS

GET BADGES

Recent Activity

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

Projects

View Dashboard for

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!***

A photograph of three women of Asian descent smiling and huddled together. The woman on the left has short dark hair and is wearing a grey tank top. The woman in the middle has shoulder-length dark hair and is wearing an orange polo shirt with 'FUND' and 'Foundation' visible on it. The woman on the right has long dark hair and is wearing a red patterned top. The background is a blurred outdoor setting. The text 'Thanking Your Donors' is overlaid in white on the right side of the image.

**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.

Org Name

ORG #

VIEW ORG PAGE

EDIT ORG INFO

ADMIN VIEW

Dashboard

Organizations

Projects

Thank You Notes

Donations

Fundraisers

Reports

[Review Reports](#)

Disbursements

Users

Applications

Evaluations

Analytics

Admin

SEND THANK YOU NOTES

SET AUTOMATION RULES

MANAGE TEMPLATES

Projects

Sent status

Automation status

Search

Since date

All

All

All

Donor name/email

04/13/20

FILTER

Highlighted Donations

Your settings suggest sending custom thank you notes to these donors. [View or change your settings.](#)

Donor Name	Donation Date	Donation Amount	Project ID	Traffic Source	Survey Feedback	Custom Thank You Note ?	Automation Status ?
------------	---------------	-----------------	------------	----------------	-----------------	-------------------------	---------------------

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

Donor Name	Donation Date	Donation Amount	Project ID	Traffic Source	Survey Feedback	Custom Thank You Note ?	Automation Status ?
------------	---------------	-----------------	------------	----------------	-----------------	-------------------------	---------------------

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](#).

1

\$100 OR MORE

2

\$99 OR LESS

3

RECURRING

Create New Women's Schools in Kabul |

Segments

Automation Rules ?

\$100 OR MORE

Automation



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

SCHEDULE AUTOMATIONS

Preview ▼

☐ Also apply this rule to donations made within the last 30 days.

A man in a blue helmet and black wetsuit stands in the ocean. The helmet has a circular light on the front. The wetsuit has "MPX" on the left sleeve and "SALTY LIPS" on the right chest. The background shows a vast ocean under a cloudy sky.

Your Next Steps

GlobalGiving Accelerator

[Edit](#)

GlobalGiving September 2021 Accelerator

Private group · 294 members



Joined

+ Invite

About Discussion Announcements Chats Rooms Topics Members More



What's on your mind, Megan?



Live Video



Photo/Video



Room

Unread Announcement · 1

[See All](#)



Megan DeSisti is feeling welcome.

[Admin](#) · Yesterday at 10:45 AM



Welcome to the September 2021 Accelerator community! It's a pleasure to have you here. My name is Megan, and I'll be your main point of contact during your Accelerator experience. To get started:

Please read the group description post.

<https://www.facebook.com/.../32007.../posts/384566126443250/>

Log in to your GlobalGiving account + watch the Welcome webinar recording!

<https://www.globalgiving.org/dy/v2/videos/yt/UtPUdpo1gUQ/>

Introduce yourself in the commen... [See More](#)

About

Thank you for joining the September 2021 Accelerator community!

This group exists to nurture community among participants, share learnings, an... [See More](#)

Private

Only members can see who's in the group and what they post.

Visible

Anyone can find this group.

General

Next Steps

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

Optional: Create a post in the Accelerator Facebook group and share your main takeaway from completing the network mapping exercise. What did you learn from this exercise? Did anything surprise you?

PROJECT SUBMISSION DEADLINE

September
3

5 p.m. ET

SAVE AS DRAFT

SUBMIT



4 Storytelling to Inspire Your Donors!

Good stories inspire donors to act. So whether you want to inspire your nonprofit supporters to donate, sign a petition, or share a social media post, storytelling is key. But it doesn't just happen, and planning is required.

*Upcoming: **September 1, 2021***



5 Connecting with Your Network

Prepare to ask for donations from your target audience in multiple ways throughout your crowdfunding campaign. To determine what and where to share, know your audience! It will be much easier to motivate your donors if you know where they spend their time and what type of content appeals to them.

*Upcoming: **September 2, 2021***



Q&A

CONDUCCIÓN
UE GRATIS
Opción 3

How are you feeling about today's session? (Aug. 31)





We're here for you!

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



Thank You

