

Name: _____

Date: _____

WORKSHEET 1: Networking for Nonprofits

Directions: As you are watching the video clip, answer the following questions:

1. How did the project start?

2. How long did it take to complete the project?

3. What resources were required to complete this project?

4. How did Cathy finance her project?

5. How many different people contributed to the project?

WORKSHEET 2: Networking for Nonprofits

Directions: If you mention networking to most people, they immediately think of attending an event and swapping business cards. In truth, that's only the tip of the iceberg.

Networking is the process of building mutually beneficial relationships. When networking is done well, it's a very efficient business building strategy. To maximize effectiveness of networking, one needs to strategically think about and plan to target six groups of people for relationship-building.

The six groups are: A) your own company/workplace; B) family; C) suppliers; D) clients; E) competitors; and F) the general business community. Read the descriptions of those six groups and come up with their names.

- This group is bombarded with choices. When you are a business buddy with them, their loyalty to you can be the glue that keeps you together. They can also provide you with valuable feedback about your products and the valuable "ah ha" that you didn't see. When this group likes your product/service, they can be a very steady stream of referrals.
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- When this group feels like they are part of your team, you will experience increased service and sometimes even lower costs — who else, but their buddy, would they call first when a good deal comes through their hands? They can also share valuable information about what your competition is up to.
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- When you turn this group into your allies, you can create a wonderful source for referrals. The key is to know what your unique niche is. If this group knows your specialty and trusts you to do a good job, they can feel comfortable referring you overflow business — as well as appropriate business for your expertise that they don't handle.
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- When you have an active network in this group, you can create a gold mine for referrals. The trick is to make sure that people know what you do. Avoid general statements and do not forget to educate your buddies from this group on your expertise.
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- Having buddies within this group at all its levels will fuel your effectiveness and lower costs.
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- If you're a one-person show, you still have this important network. They continue to believe in you and your dreams. Don't forget to take time and nurture your relationships with them as well.

Adapted from <http://www.peoplepowerunlimited.com/bbart/a3.html>

WORKSHEET 3: Networking for Nonprofits

“Forget the Tin. They Mean Business Now”

Saturday March 22, 2003

Getting people to part with their cash is harder than ever, but there's a bright future in the voluntary sector for anyone who can do it, reports John Crace.

Admit it. Your main feeling about Comic Relief is relief that it's over and you won't have to see another celeb boosting their ego and earning power by putting on a red nose and intoning their tireless commitment to charity for another year or so. And you're far from alone.

There are roughly 189,000 charities in the UK and almost all of them would have killed to have had access to just one celeb and 30 seconds of free prime-time TV. So watching an endless stream of the great and not so good plugging Comic Relief for weeks on end, was for them a stab in the heart.

Charity is big business, and like many businesses it is feeling the squeeze. Faced with falling stock markets and the realities of war, people tend to feel less inclined to generosity - and the first thing to be cut back is often donations. And when you take into account competition between charities, it now takes a great deal more than some random tin-rattling to keep your head above water in the voluntary sector.

The older generation of fundraisers tended to come into the profession by other routes - moving to charity work after 10-15 years in PR, finance or administration. Now, though, many more people are seeing fundraising as a career in itself and are joining charities as graduates. The result has been an increased professionalism within the sector.

"Fundraising has become a far more specialised activity," says David Morris, senior consultant with Brakeley Ltd, a not-for-profit fundraising company. "There are many different places from which to target funds and you need to be experts in that field. "For example there are specialists in bidding for government and EU funds, mailshots, telephone appeals, charitable foundations and the lottery. Each area requires different skills and expertise."

The larger charities may well have in-house experts for each specialism, but it has become increasingly common over the past 10 years or so for these fundraising activities to be outsourced to agencies. "Fundraising is complex," Mr Morris continues. "In the old days, if a company had made provision for some charitable giving then the chairman would make an ad hoc decision to hand over the cash to his wife's pet charity. "There is now - rightly - far greater scrutiny of the corporate bottom line <...>. So fundraisers now have to work far harder to build relationships and, more importantly, maintain them. The spectrum between sponsorship and pure philanthropy is becoming narrower as donors often want to see their giving recognised."

Fundraisers also have to ensure there is a good fit between donor and institution, as getting it wrong can prove a huge embarrassment. Nottingham University is still struggling to maintain its academic credibility after accepting a £3.8m handout from British American Tobacco in 2000, to fund a school of business ethics. Nottingham

illustrates a further trend in fundraising activities. Lindsay Boswell, chief executive of the Institute of Fundraising, says: "Due to the political situation, the boundary between the state and voluntary sector has merged. Charities are now not just competing with one another, but with schools, hospitals and universities, so fundraising has become a great deal more sophisticated and immediate. In essence, it has become more like marketing."

You don't have to look too hard to see the truth of this. TV fundraising campaigns tend to be far more hard-hitting than in the past - both in the message and its appeal for cash. Likewise, charities are experts at keeping tabs on lifestyle changes and designing their campaigns to fit. It might be hard to persuade people of the attractions of a charity fun run down the Old Kent Road, but throw in a trip to China or Africa and you're in with a shout. Which is why you don't have to look too hard to find any number of exciting overseas challenges, for which the only requirement is raising a few thousand quid.

Even so, it's not easy separating people from their cash, which is why the Lottery fund still has millions sloshing around in it. The lottery's big idea was to hand over money in return for matched fundraising from other sources, and this has often proved immensely tricky. Not to say impossible, in some cases, and many fundraisers believe that the model of matched fundraising partnerships was never feasible in the first place. <...>

Each year, people in the UK give roughly £6bn to £7bn to charity, but with a little effort and no cash it could be so much more. For every £10 that is dumped anonymously into collection boxes, the charity misses out on £2.80 in reclaimable tax. Tax can only be reclaimed if the charity knows who has given and how much, and this is one reason why you can't walk through many city streets without being accosted by chuggers, desperate to sign you up for a monthly direct debit. <...>

adapted from www.SocietyGuardian.co.uk