

## NETWORKING SURVEY – 100 RESPONDENTS

- Do you quantify networking
  - Over 40% do not
  - Those that do, only 50% add contact moves to database
  - Only 30% add material to file ( copy of cards sent etc.. )
- How do you keep business cards for reference
  - Rolodex Vs. Digital file ( Outlook ) is 50/50
  - Less than 5% use a card scanner
- Top Networking pet peeves
  - #1: Scanning Room over shoulder
  - Blackberry use at events
  - Top filled in responses:
    - Not having enough time at an event to work the whole room.
    - Those who try to work the whole room to quickly
    - Insincere conversation
- What would you consider the best benefits of networking?
  - Highest amount of responses - over 75 different responses
  - 80% of all responses included the word “new”
  - New
    - Ideas
    - Prospects
    - Information
    - Relationships
    - Perspectives ( many cited new perspective of their own charity )
    - Not *one* person put new gifts
- Do you carry business cards on you to events?
  - 80% yes
  - Average amount: 5 – 10!
    - The experts ( 5 books ) average is 25 – 40
- Do you purchase or have company cards for donor use?
  - 60% have a blank company card
  - 85% purchase all other cards ( thank you, sympathy, birthday )
- Where do you find the most effective / cost efficient cards
  - Over 50% buy at Hallmark/Carlton ( followed by Drug Store )
  - These are the most expensive cards!
  - Online suggestions by respondents
    - [www.Vistaprint.ca](http://www.Vistaprint.ca)
    - [www.Sendoutcards.com](http://www.Sendoutcards.com)
- If you had one networking tip what would it be?
  - 65 responses – all boil down to 6 themes
    - Smile ( #1 by far )
    - Be sincere / don't force it
    - Be open, cultivate curiosity
    - Promise something / follow up
    - Listen
    - Make the time to network
- If you have one resource to recommend what would it be? - Included in my resource document

### **INFORMATION TAKEN FROM 12 NETWORKING BOOKS & PEERS**

- Promising interesting articles: Keep a knowledge bank
  - Review before you attending events ( several make items searchable by topic )
- Do people actually talk in elevators? 30 second explanation on what you do is too long
  - 5 – 10 words max – it will take you time to develop this. Use non-fundraising help!
- Combating Shyness
  - Know the hosts, arrive early, get used to the space
  - Observe great networkers who share personality traits with you
  - Tag team! Have a networking buddy, help each other break into groups, escape long discussions
  - Prepare, stories, attitude, cards – be a girl/boy scout ( Tide-to-go spot cleaner, mints, pens )
- When speaking to people who have suffered a loss
  - NEVER say: I know how you feel - My sympathies on your loss
- Meetings over food
  - Order something simple, nothing messy that will spill or splatter
  - Pace yourself, finish when they do
- Networking via the phone
  - 2+ hours a day on the phone? You need a headset!!
  - Smile when you speak on the phone / record your message - people can tell
  - Change your voice mail every day, tell them when you're returning calls
  - Calling another time zone? Check local weather AND news
  - Know you'll be sending a follow up email? Have it ready so when you hang up you hit send.
  - Remember – 10 emails back and forth = 20 mins of your work day.
    - Alternative? 5 minutes on the phone, more quality contact made
- Talking to older donors/boomers
  - Slow down! Just because your office/life moves too fast, your visits don't have to
  - Watch for signs they can't hear you - they're used to faking it
  - CARP/ Zoomer Magazine – full of talking points
- You work for a controversial charity
  - Learn not to react to crazy statements / take tough feedback
  - Have your PR dept, give you the answers to important questions. Rehearse before events.
- Internal events are just for networking with donors? NO WAY
  - Most program staff dislike fundraisers – share stories of what you do and why
  - Be at your best, show them you're a professional ( holiday party especially )
  - RSVP for internal events and let the host dept. know your game plan
  - Share your pictures, solicit donor feedback and share it with host dept.
  - Network with staff! They're donors too!
- Sit down event?
  - When you go to events with staff, discuss the concept of spreading out to network
  - Debrief meeting - who you met, discussions, agreed follow up
- Other things to avoid
  - Correcting others
  - Complaining about event / weather / life
  - Mistreating staff - people notice
  - Ignoring / leaving spouse alone - people notice
  - Interrupting people while they're talking
  - One upping others stories / needing to have the last word
  - Giving advice ( just because you are a parent doesn't mean you're everyone's mom/dad )
- Things to do!!
  - Brag about your team, brag about peers, brag about donors to donors ( positive rumour mill )
  - Connect strangers
  - Play host
  - Be kind
  - See value in everyone
  - Seek first to serve then to fulfil your needs – people notice