

Section 5.2 Activities

Activity 5.2.1 The 30 Second Pitch

In thirty seconds state:

- The name of your organisation
- What your organisation does
- What you want
- Why you want it.

Now write it down.

Activity 5.2.2 From Contact to Collaboration to Client

To successfully implement the funding strategy you created in [Developing a Funding Strategy \(p110\)](#), you will need to build professional relationships with your community, funders, and other organisations.

It's Who You Know

It is best to start with the organisations and people you are already familiar with and then expand outwards. Develop a list of organisations and people that your organisation currently works with and the reasons why. Start with your organisational contact list and people that you regularly liaise with. Detail the current relationship you have with the person and/or organisation.

Six Degrees of Separation

Next, for each organisation and person on your list, identify who they know. Links may be formal or informal. For example, if a Board member is also a member of a local sporting team, write down any member of the team who may also support your organisation's objectives. This will also help you identify other ways in which Board members may be useful to your organisation.

Who Do You Know?	Current Relationship	Who Do They Know?	Current Relationship

Activity 5.2.2 continued over page

Activity 5.2.2 From Contact to Collaboration to Client (cont.)

Communicate Strategically

Using the lists above as well as the list of current and potential funders developed in [Developing a Funding Strategy \(p110\)](#), brainstorm ways you may further develop these relationships by answering the questions below.

Who do we need to communicate with?

Why do we want to communicate with them?

What do we want to communicate with them about?

How will we communicate with them? (i.e., telephone, email)

When/ how often will we communicate with them?

Who is responsible for communicating with them?

Ask staff and volunteers to note when they have contacted the person and/or organisation and for what reason.

Do you need to follow up?

YES NO

If yes, when

If no, explain why.