



Module 10

The Importance of Networking



EUROPE

ACTIVE CITIZENS
THRIVING COMMUNITIES



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Networking with NGO's

A **Network** is a group or system of interconnected people or things.

Networking to interact with other groups or systems to exchange information or data for professional or social purposes.



Networking in business



- Interacting with people
- Engaging them for mutual benefit
- A tool for finding investors, customers, staff, suppliers and business partners.
- Online / offline
- The more networking you do, the easier it will become.
- It can happen naturally or you can take a strategic approach

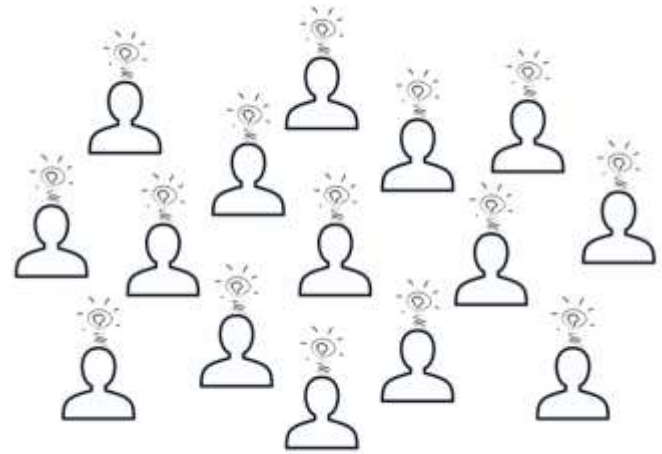
Types of Networks

- **Operational:** people who can support / block a project, suppliers, customers
- **Personal:** provide referrals, offer coaching
- **Strategic:** provide opportunities to look at the bigger picture through mentoring or give you a different perspective on your organisation.

All overlap but strategic networking will provide the most immediate impact on your organisation. You should always look to expand your network as opportunities can be accidental. A social network has powerful referral potential which can expand your network.

Networking Opportunities

- Conferences and events
- Business Contacts
- Industry Associations
- Networking groups
- Online networking- Social media networks
- Personal Contact and social events



Who should be in your network?

- Who can help me?
- Who knows what is going on?
- Who already has strong networks?
- Who are the critical links in the supply and information chain?
- Who are the high profile people?



Your Networking Pitch

30-40 second summary should be spoken, delivered in a confident, convincing manner making a strong impression.



Getting the most out of networking

Networking can be as simple as introducing yourself to someone who has a similar business to yours, or might know someone who can help your business.

- What people do you want to meet
- What do you want from them
- Know who will be at events

Planning your network

It's a good idea to make networking a regular part of running your business.

- Prioritising your time
- Talking about your business
- Listen to others about their business
- Business Cards
- Following up
- Develop a system
- Following up online

Using your networks

You may be able to use your business networks to find:

- Staff
- Suppliers
- Customers
- Business partners and investors
- A business mentor
- Leads and referrals
- New opportunities
- Information on current trends and developments



The Pitch

Purpose:

- Conveys your mission
- Helps increase your fundraising success or other planned outcome
- Encourages listeners to take action

Strike while the iron is hot! You only have a small window of time to get your point across.

Common Mistakes

Source/Visit website



The Structure

The Hook: 10-15 seconds to grab attention.

- Deliver a strong introduction that states who you are, the value of your work and the impact that you make.
- Strike a balance that doesn't overload the listener with information.
- Develop a short description of your organisation, or maybe a couple that can be used in different situations
 - E.g. you might lead with some statistics about the impact you have made.
 - We help protect biodiversity by planting pollinators in all of the local parks and running educational workshops for local residents. To date we have recorded 45 new species of wildflowers in our parks.

The Structure

The Body: 30-60 seconds

You mentioned the value on your hook now its time to prove it!

At this phase you need to describe things like the specific impact you make.

- What makes your NGO different from others in your field
 - How effective are your programmes
 - Do you have any impact stories that are really good
 - How can someone get involved today
 - What do you hope to accomplish in the future
- Important that your 'body' isn't 'we do this' . It's 'this is what we do forand this is how you can get involved'



The Structure

The Wrap Up: 15-20 seconds

Bring everything together with a specific ask.

It helps to know what you are asking for before you write your pitch.

- Are you looking for financial support?
- Make an in kind donation?
- Someone to join your Board of Directors?

You may need multiple pitches



The Structure

The Delivery:

Rehearse, Rehearse, Rehearse!

- Stand in front of the mirror and practice
- Smile, practice making eye contact with yourself
- Move your hands

People need to hear, see and feel you emotional connection to the work you do.

Remember short and simple often trumps long and complex.

Continually adapt and update your pitch, let it evolve as your organisation grows.

Your pitch should explain what you do, why its important and how someone's involvement is an opportunity to be part of a larger vision.



Video Examples

➤ What **not** to do in a pitch?

Source/Watch video

➤ Pitch Examples

Paper Cups

Nerds To Go

Life Light

Any
Questions



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