

Building Social Capital

To Increase Donors, Advocates and
Champions

IFF 2015





Funding
Recommendations

Partnerships

Introductions

Advocate for
Cause

Recruit Staff and
Clients

Tell Others About Your
Work

Support You in
Dozens of Ways

Social Capital*

“Influence that comes from well-placed champions and the resources that come from committed partners.”

*Sagaw and Jospin

Networks Have Value



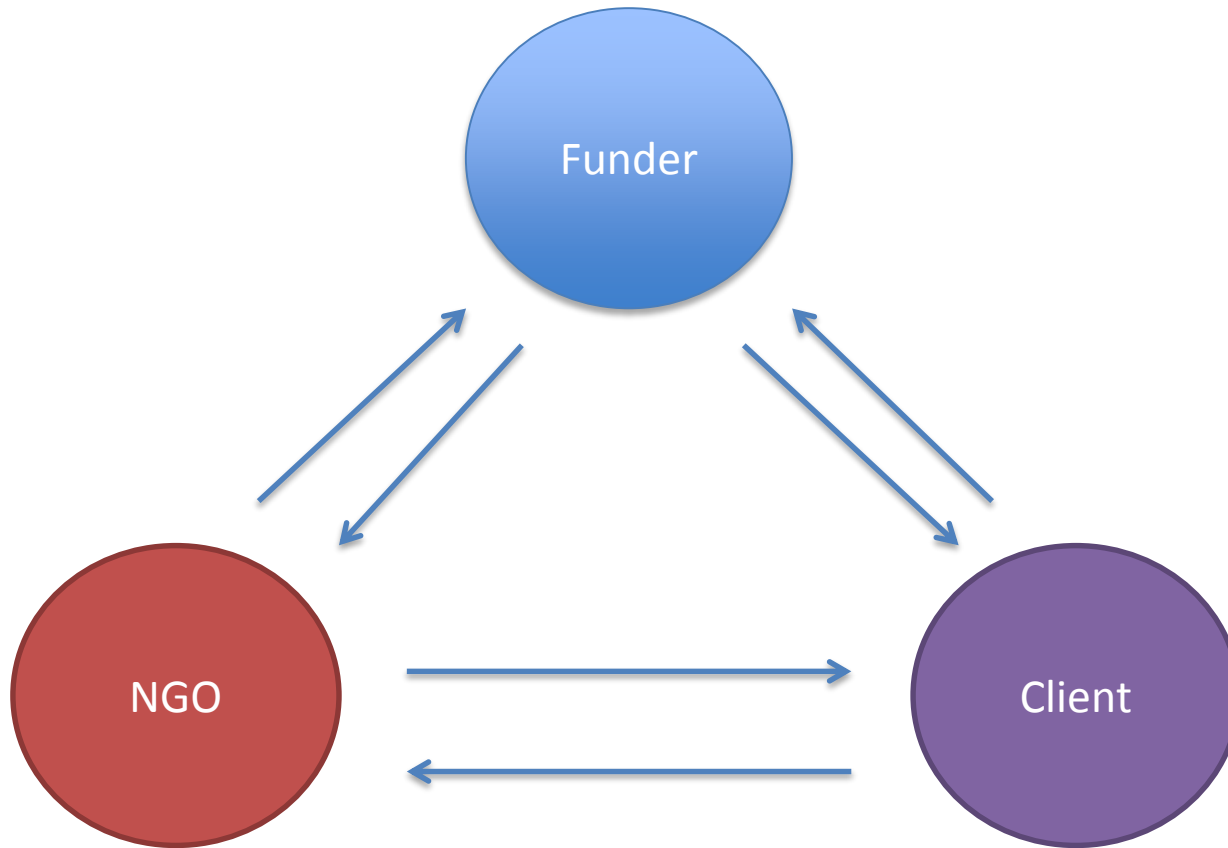
Benefits of Social Capital

- Viral marketing
- Increased/stronger resources
 - money
 - time
 - Expertise
 - influence
 - political clout
 - advocacy
 - employees
- More clients
- Ability to weather bad times and take advantage of good times
- Scale
- Your mission and vision, the people and causes you serve advanced!

Traditional Model

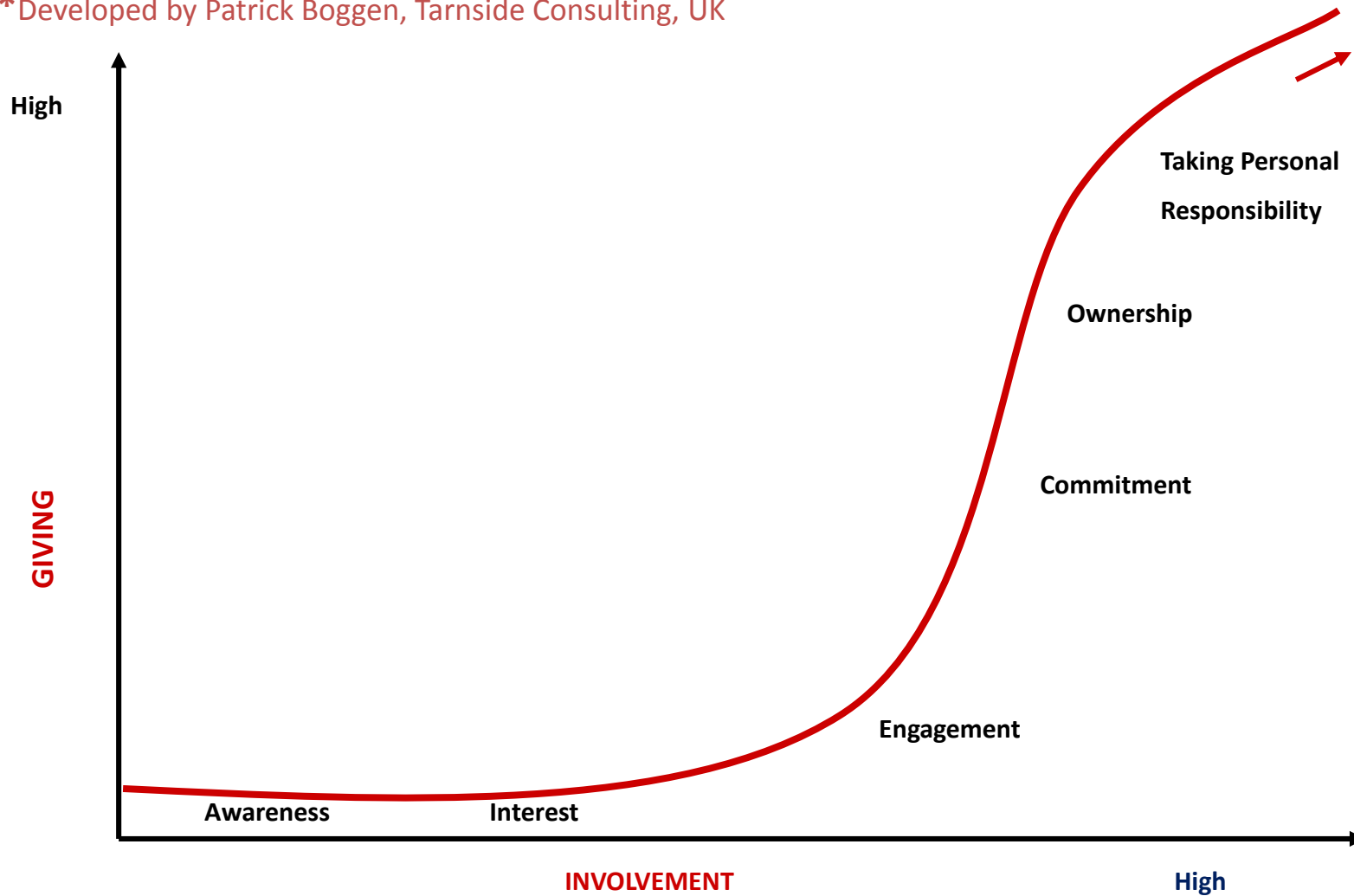


New Model



The Tarnside Curve of Involvement

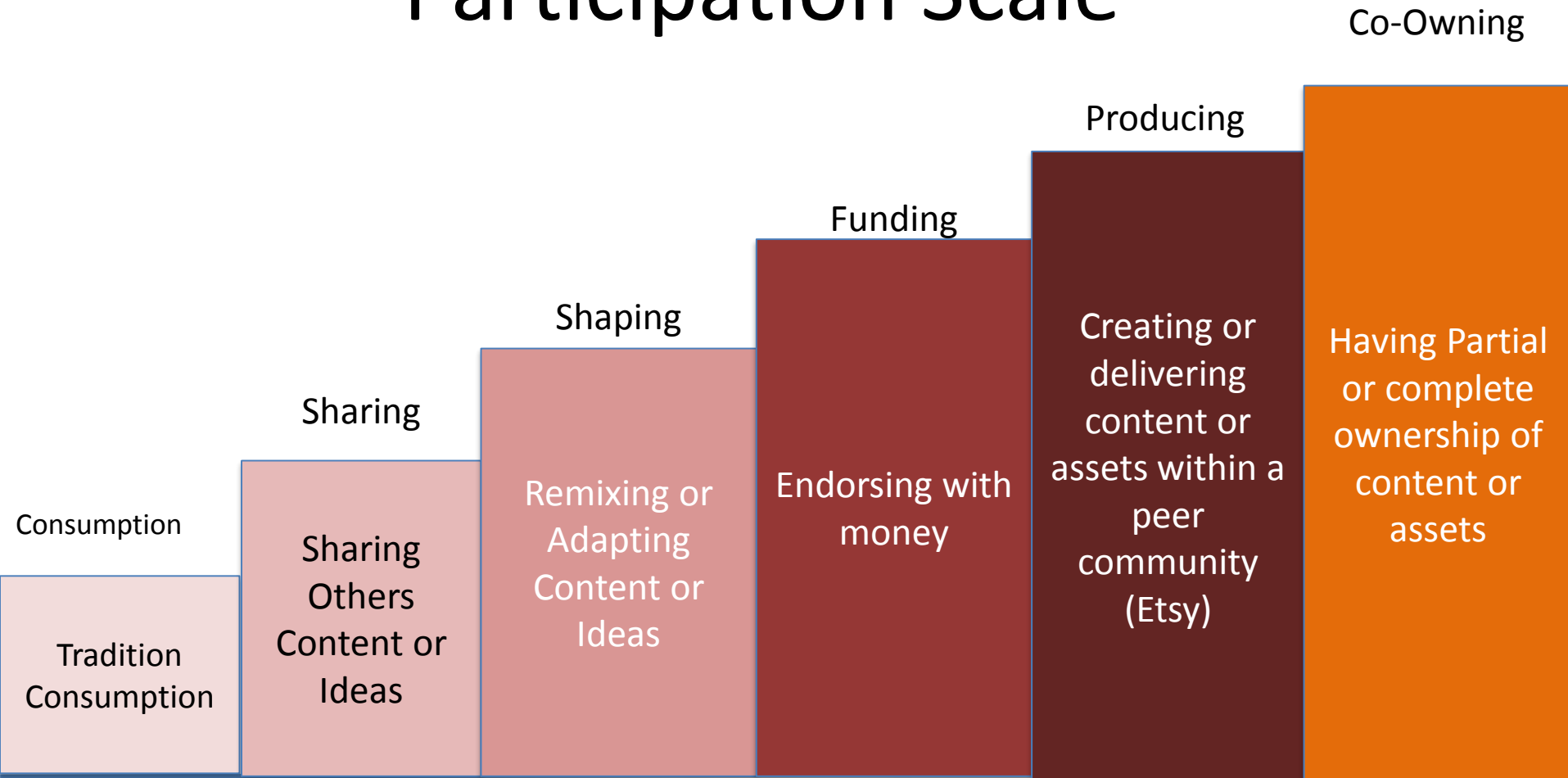
*Developed by Patrick Boggen, Tarnside Consulting, UK



Networks as a Core Organizational Strategy

What Does it Look Like?

Participation Scale*



*Jeremy Heimans and Henry Timms HBR.org

Old Power Values vs. New Power Values*

- Managerialism, institutionalism, representative governance
- Exclusivity, competition, authority, resource consolidation
- Discretion, confidential, separation of public and private
- Professionalism, specialization
- Long-term affiliation and loyalty, less participation

- Informal, opt-in decision making, self-organization, networked governance
- Open source collaboration, crowd wisdom, sharing
- Radical transparency
- Do it ourselves, maker culture
- Short-term conditional affiliation, more participation

Radical Transparency



Open Networks vs. Closed Networks



Some Radical Ideas

- Google docs
- Periscope and Meerkat
- Google Hangouts
- Instagram
- What else?

Where Do We Look for Networks?

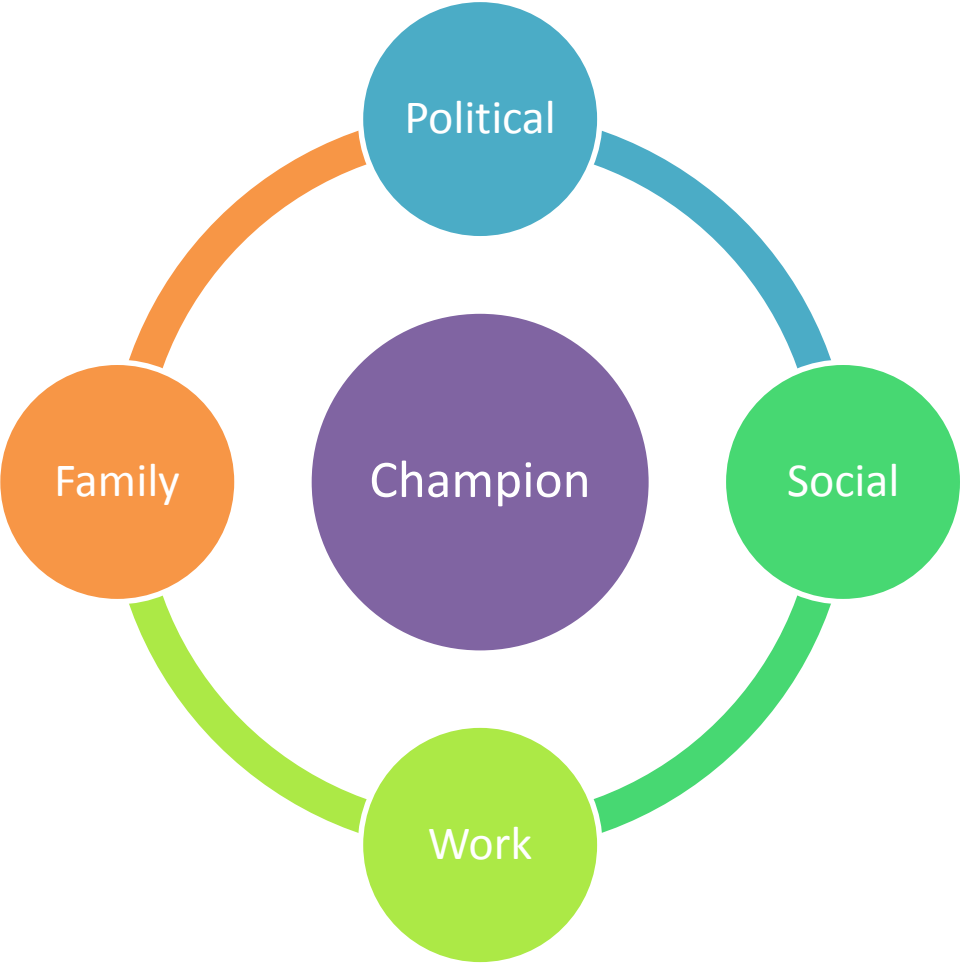


Start with Champions!

Names	Political	Donors Philanthropists	Volunteers	Clients	Community Leaders
Have					
Desire					

- There is often overlap
- List all – who have, who'd you like
- Don't negotiate against yourself

Each Champion is a Vast Network Hub



Inventory and Enroll Your Connections

Your LinkedIn Network

463 **Connections** link you to
8,422,195+ professionals

98,439 **New people** in your
Network since January 1

Their Network Has a Network

- People get stuck in airports
- Meet on planes
- Interview people
- Etc.

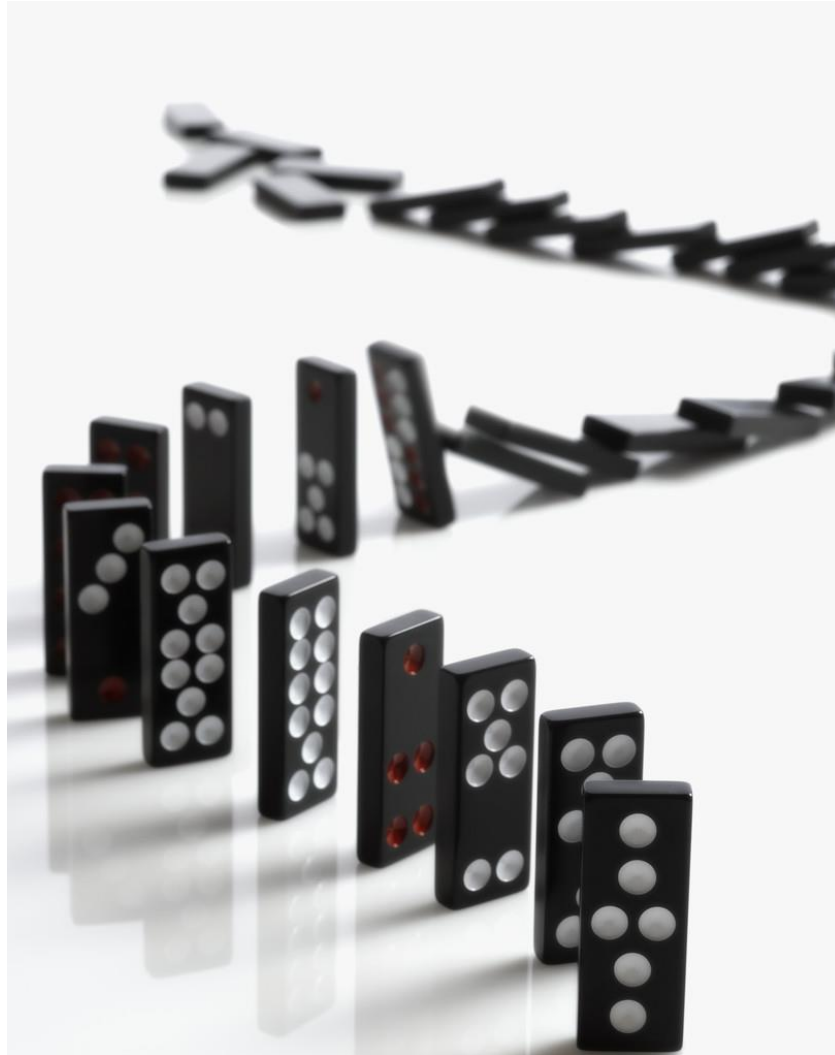


How do You Currently Uncover the Breadth
of Networks?

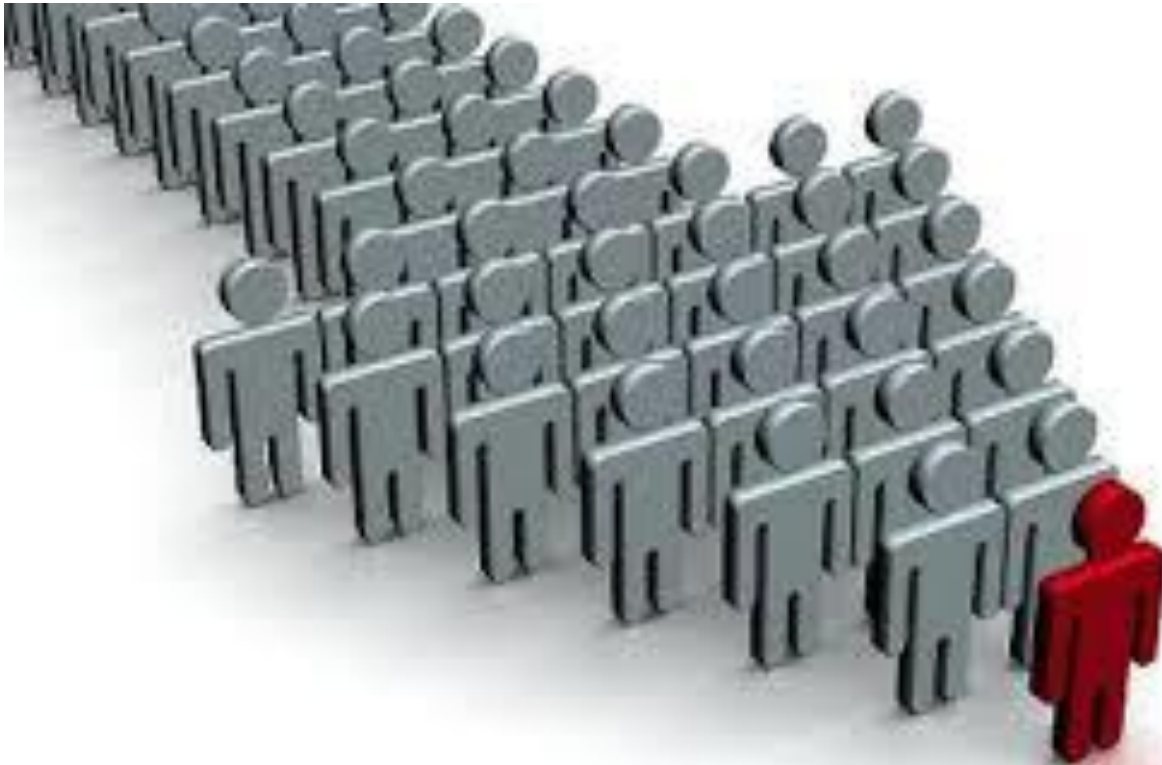
Strategic Conversations



Influence the Influencers



Be influenced Yourself! (Donor Centrism)



How Do We Move People from
Knowledge to Action?

Activation Point*

When...

- The right people,
- At the right time,
- Are persuaded to take action...

Resulting in measurable outcomes!

*Discovering the Activation Point, Kristen Grimm

Where Do You Need Your Champion's Influence?

- Individual networks?
- Government? Local, state, national?
- Corporate networks?
- Select foundations?
- Marketing?
- Campaign?

Persuade Champions to Act on Your Behalf

Move them to Your Position on Their Terms

Persuasion to Action*

- The target is smaller than you think.
- Ask decision makers how many is enough to get their attention.
- Focus on those you can actually persuade.
- Segment target audiences until you can't segment anymore.

*Discovering the Activation Point, Kristen Grimm

Concept of the “Critical Few”

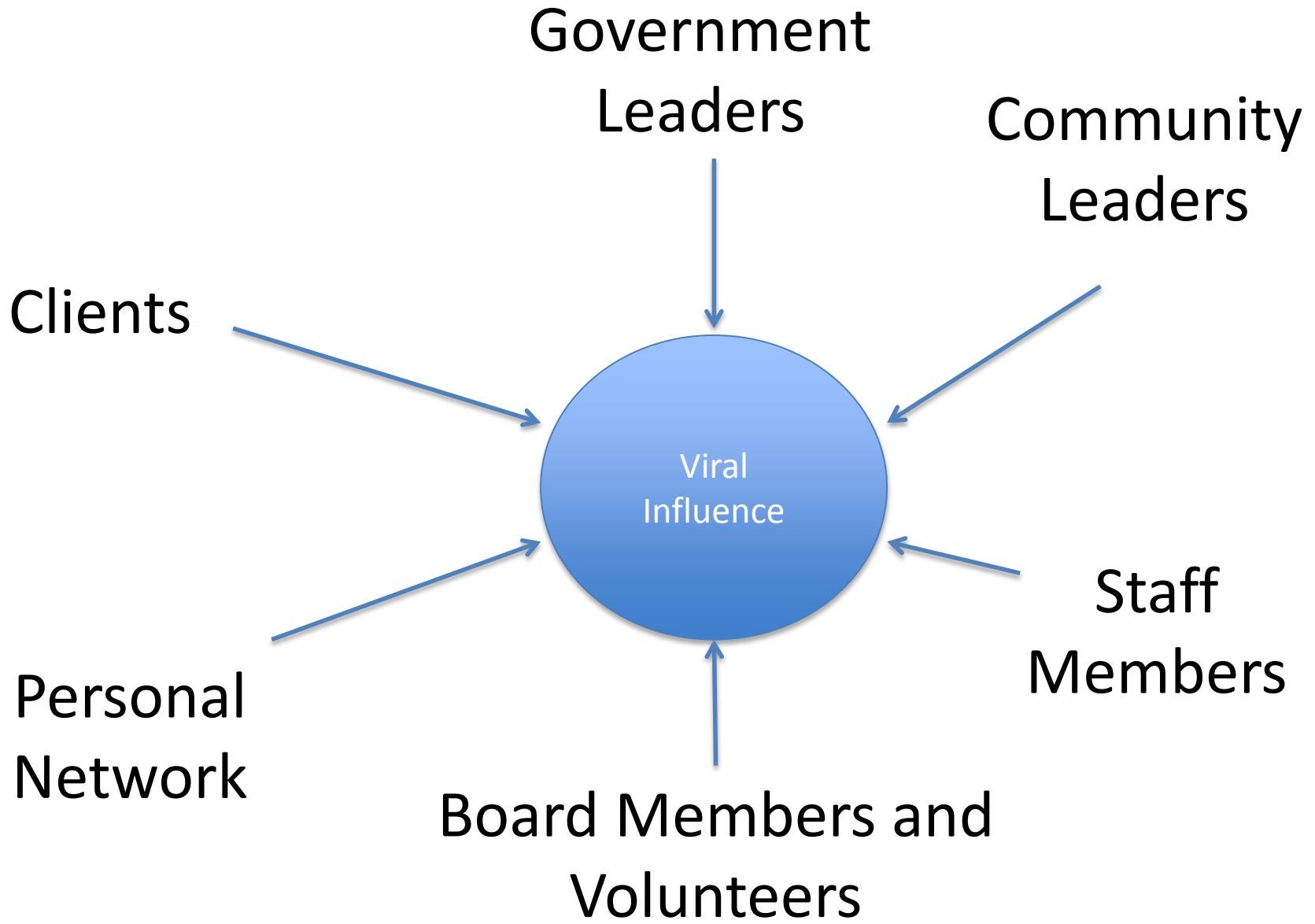
Who has the most influence with people who you want to act?



Persuasion to Action*

- Target the champions with the greatest influence.
- Find and activate “social reference groups” - *viral influence*
- Show strong support by finding champions who are willing to **show** their support.
- Test the “activation point” before launching.

*Discovering the Activation Point, Kristen Grimm



Make Motivation Stick

- Engagement
- Credible Message Bearers
- Values
- Emotions

Messages That Stick

- Simple
- Unexpected
- Concrete
- Credible
- Emotional
- Stories

Create a Will to Act*

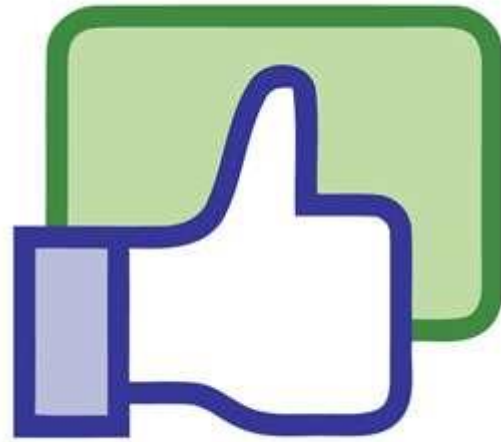
- Work within their comfort zones
- Fit actions into lifestyles
- Benefits must outweigh risks
- Give hope for positive change
- Make them the hero, not the villain
- Ask them to do something that they can actually do
- Show them a leader doing it first

*Discovering the Activation Point, Kristen Grimm

Reinforce Actions

- Immediate
- Remind them that they are heroes
- Celebrate wins both big and small
- Tie to personal values
- Make it personal (again)

On and Offline



Engagement Matters

- It's hard to be a champion without meaningful and productive engagement
- Not everyone will be a donor but you need everyone to be an informed advocate!

Reinforce Action: Stewardship is Universal!



Action Planning -- Focus

**High Impact
Harder to Implement**

PLAN

**High Impact
Easier to Implement**

ACT

Less Impact
Harder to Implement

DON'T DO

Less Impact
Easier to Implement

REV UP or ABANDON

Thank You!

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