



B-SIF

Network Mapping and Design

Discussions

- One-on-one calls: <https://calendly.com/irfan-bashir-shah>
- Opening Discord and voluntary roles

Topics Covered

- Degrees of Separation
- Classifying Networks
- Parameters for Network Mapping
- Gatekeeper and Bridge Connections
- Individual and Org Level Network Mapping
- Network Design
- Building Your Network From Scratch
- Using LinkedIn to Onboard Fundraisers
- Setting Roles, Responsibilities and Expectations
- Toolkit
- Monitoring and Gamification

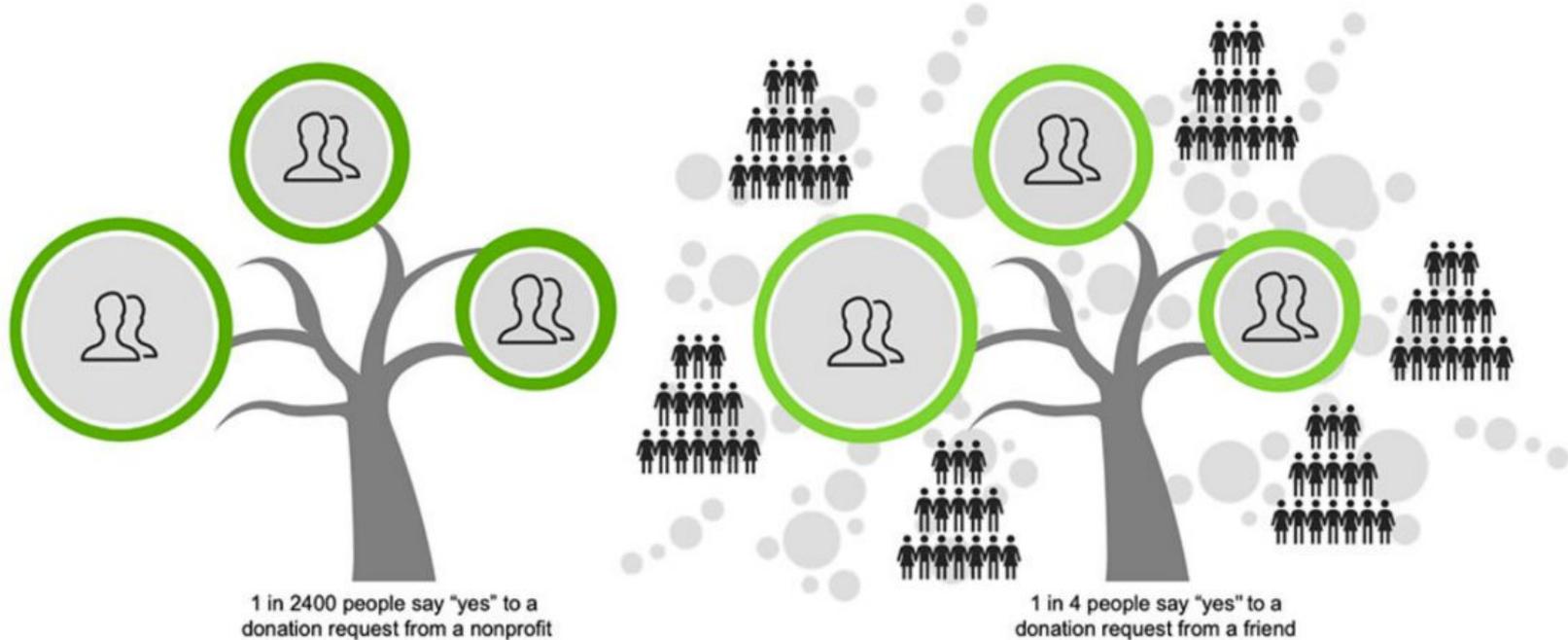
Network Mapping



The What and Why of Network Mapping?

- Network mapping is about creating representations of all relationships within a specific network.
- Network Mapping makes it easier to identify who the key players are. In a fundraising context, this could be major donors, influential community leaders, or highly active volunteers.
- Network mapping reveals connections that aren't immediately apparent.
- Network mapping can reveal how information flows through a network. This can help nonprofits optimize their communication strategies to ensure the right messages reach the right people.
- By revealing the connections within a network, network mapping can enable better collaboration.
- Network Mapping can help nonprofits improve donor and volunteer engagement. They can use the insights from network mapping to create more targeted and personalized engagement strategies.
- A network map isn't static – it can change over time as relationships evolve.
- By revealing the most effective paths of communication or influence, network mapping can help nonprofits operate more efficiently.

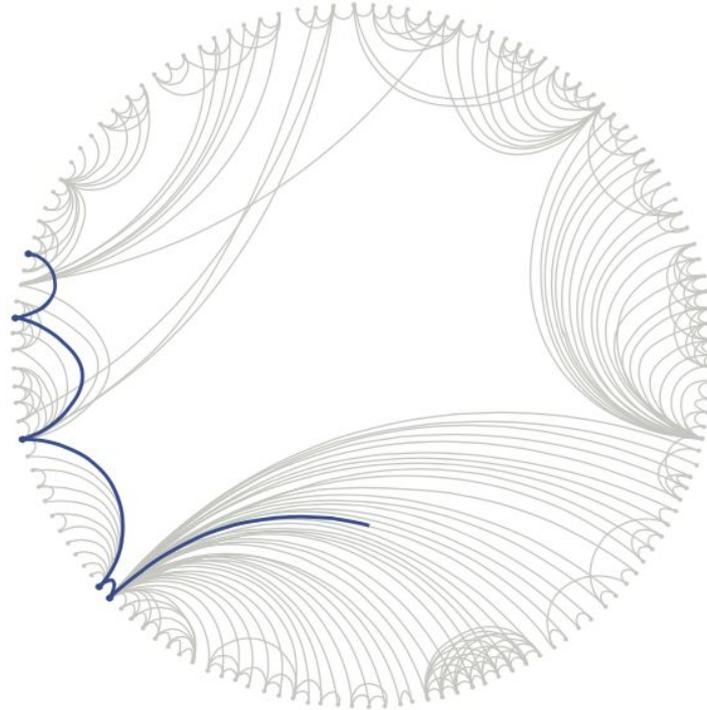
The Power of People



Peer-to-Peer
giving accounts
for 23%
of online
donations

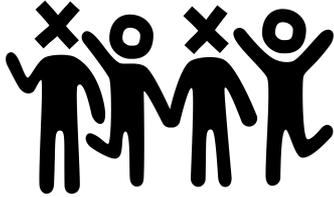


Degrees of Separation



I read somewhere that everybody on this planet is separated by only six other people. Six degrees of separation. Between us and everybody else on this planet. The president of the United States. A gondolier in Venice. Fill in the names. . . . How every person is a new door, opening up into other worlds. Six degrees of separation between me and everyone else on this planet. But to find the right six people . . .” – John Guare, Six Degrees of Separation (1990)

Classifying Networks



Solids

- People closest to you; immediate family members or close friends.

Alignment: Natural

1st Network

- People you're in regular touch with; friends, colleagues, extended family etc.

Alignment: Personal connection

2nd Network

- People who you are not in regular contact with but you know each other.

Alignment: Past, Time, Cause

3rd Network

- People who you do not have contact with but share a mutual connection or know of each other.

Alignment: Common Connection, Cause

Moonshots

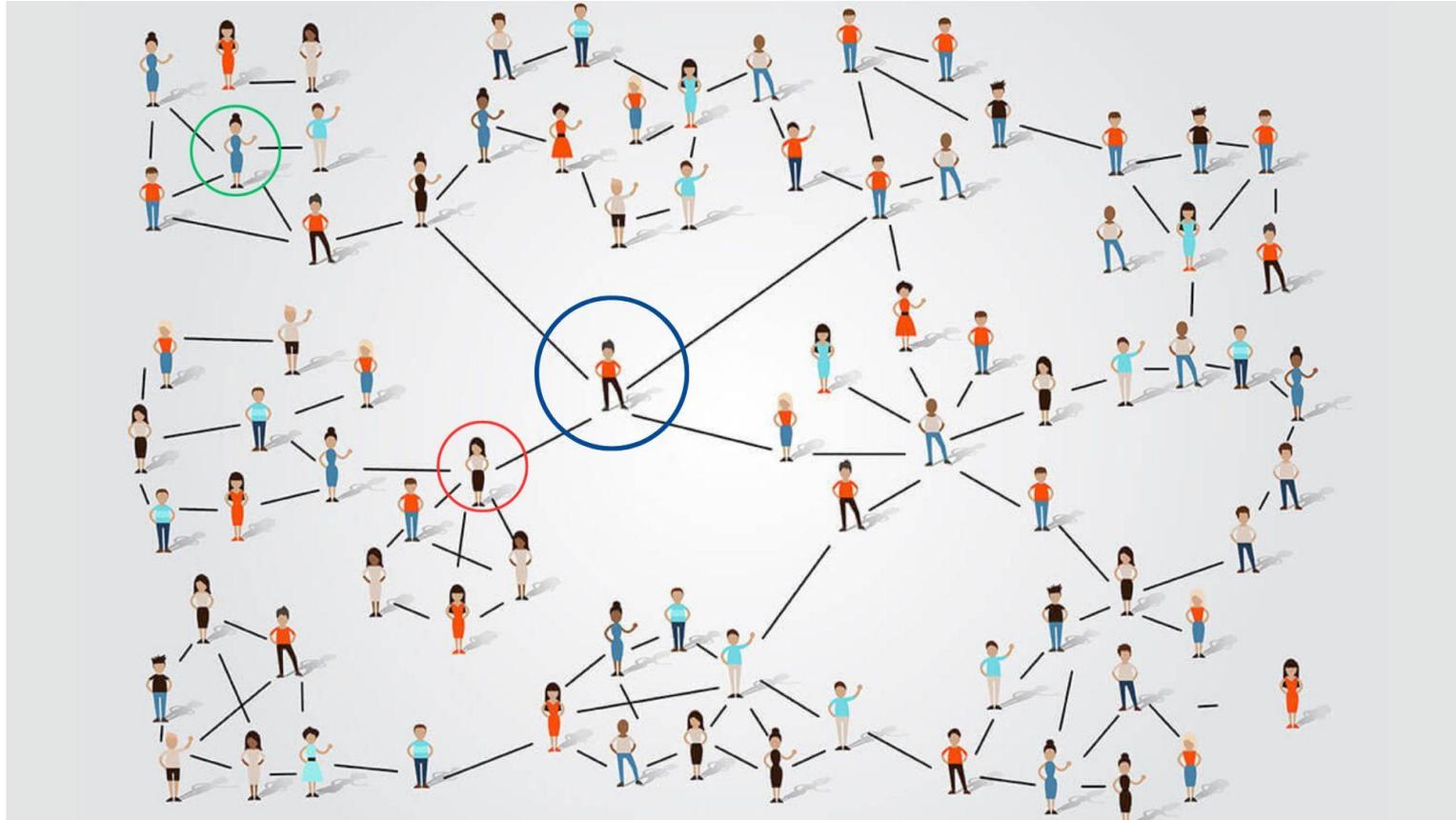
- Influencers, Celebs, UHNIs, people you have no common connections with.

Alignment: Cause, social identity

Key Parameters

-  Cash
-  Contacts
-  Expertise
-  Influence
-  Passion
-  Time

Gatekeeper and Bridge Connections



Individual Level Network Mapping

- Different for each cause (especially 2nd/3rd network and moonshots)
- Relation strength changes over time
- Identify prospects early, warming up can take time
- Map people who will/can/may support your cause. And those you want to support your cause.
- Channels to explore: Phone contacts, Gmail contacts, WhatsApp/Telegram groups, Instagram followers, Facebook friends, LinkedIn connections, X followers, etc.
- Network Mapping takes at least 2-3 hours per campaign.
- Keep bridge and gatekeeper connections in mind when mapping your network
- Do network mapping at least 2-3 times a year

Org Level Network Mapping

- Build an organisational fundraising culture so network mapping becomes a practice
- For new hires, aim to conduct network mapping in the first week
- Seek referrals if network mapping is not possible
- Take consent before approaching people's connections
- Channels to explore: Phone contacts, Gmail contacts, WhatsApp/Telegram groups, Instagram followers, Facebook friends, LinkedIn connections, X followers, etc.
- Maintain and update the map regularly. Make it available to everyone.
- Set protocols on how employees can use the network map
- Conduct regular workshops

Template



Network Mapping ☆ 📁 🌐

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default... 10 B I A

Stakeholders Zoom

	A	B	C	D	E	F	G	H	I	J	K	L
1	Stakeholders	Influence	Passion	Cash	Time	Contacts	Expertise	Owner	Network Strength	Status		
4	Edelman	✓		✓		✓	✓	juhi.sharma89...	1st Network	Donation in		
5	Adani			✓				juhi.sharma89...	3rd Network			
6	MSL			✓		✓		juhi.sharma89...	1st Network			
7	My Captain			✓		✓		juhi.sharma89...	1st Network			
8	Jack Daniels			✓				juhi.sharma89...	2nd Netw...			
9	KPMG India			✓			✓	juhi.sharma89...	2nd Netw...			
10	Soprasteria			✓				juhi.sharma89...	1st Network			
11	PWC			✓				juhi.sharma89...	1st Network			
12	Google			✓		✓		centhamil.das...	2nd Netw...			
13	Indian Oil			✓		✓		centhamil.das...	2nd Netw...			
14	Sreenidhi							Irfan Bashir	1st Network			
15	Rocket Learning	✓		✓		✓	✓	Irfan Bashir	1st Network			
16	UBS			✓				Irfan Bashir	2nd Netw...			
17	Sundaram Finance Mutual Funds			✓				Irfan Bashir	1st Network			
18	Times Pro			✓				Irfan Bashir	2nd Netw...			
19	SDA Bocconi			✓				Irfan Bashir	2nd Netw...			
20	Upcide			✓				Irfan Bashir	1st Network			
21	Planet Spark			✓				Irfan Bashir	1st Network			
22	Escrow Pay			✓				Irfan Bashir	1st Network			
23	Team Lease			✓		✓		Irfan Bashir	1st Network			
24	Reliance			✓		✓		centhamil.das...	2nd Netw...			
25	Bain & Company			✓		✓		centhamil.das...	2nd Netw...			

[Link to Template](#)



Designing a Network: The Four Options

- **Map your network**
 - Who to look for: Companies, Individuals, Media, Foundations, Gov't bodies, etc
 - What to look for: Influence, expertise, time, passion, contacts, and cash
- **Find a relevant network that you can tap into**
 - FB groups, Reddit, professional groups, telegram groups, communities, comment sections, crowdfunding platforms, etc
- **Build your network**
 - Newsletters, SM Handles, WhatsApp groups, Clubs, Board of Advisors, etc
- **Borrow someone's network**
 - Twitter storms, Influencer outreach, brand ambassadors, etc

Building a network from scratch

- Use LinkedIn to onboard interns and volunteers
- Set screening parameters
- Fundraising cannot be the core role
- A system of hierarchies needs to be created
- Automations should be built to minimize operational load
- Tie-up with colleges and schools
- Create content templates to support fundraisers
- Hold orientation sessions

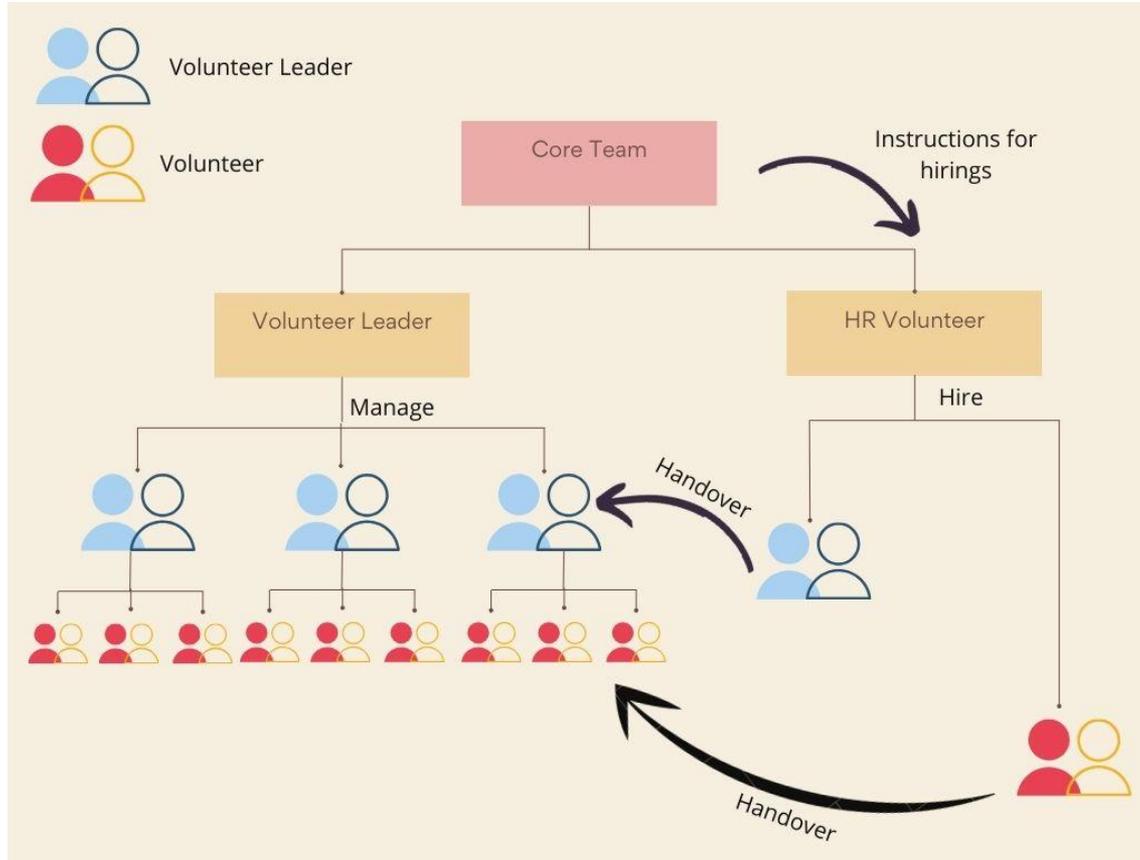
Using LinkedIn to Onboard Fundraisers

- [LinkedIn Hiring Guide](#)
- Create a Job Description
- Set up screening parameters (empathy, network strength, commitment, capability, capacity, etc)
- Onboard
- [Conduct Orientation](#) for Fundraising
- Create Engagement Flow and Email/WhatsApp Journey for Fundraising

Engagement Requirements

- Jotform via which candidates (volunteers) register
- Zoom/Gmeet invitation emails to attend orientation (2-3)
- Email journey to engage volunteers/interns/donors once they have agreed to fundraise
- Fundraising Toolkit to support their fundraising

Setting Roles, Responsibilities and Expectations



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Crowdfunding 101

Owner R Ramya Jayalakshmi Iyer

Learning

Resources

Events

1 more property

- ✓ [Best Practices During Fundraising](#)
- 👤 [Network Mapping](#)
- 🗺️ [Getting Started with My Own Campaign on Give India](#)
- 🚩 [My Campaign Page on Give India](#)
- 🇮🇳 [Making the Ask for Donations](#)
- ✳️ [How to find new donors and engage them](#)
- 🌐 [Building a Strong Online Presence](#)
- 📖 [Effective Storytelling](#)
- ✳️ [Ethical Aspects of Fundraising](#)

How To-

- 💬 [Create a Twitter Storm](#)
- 💬 [Make a Viral Video Challenge](#)
- 💬 [Host a Charity Auction](#)

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Monitoring and Gamifying P2P Fundraising Drives

- Set clear goals and benchmarks
- Prepare a [dashboard](#)
- Share the dashboard regularly with fundraisers
- Recognize and celebrate individual and group milestones
- Offer badges or awards for reaching milestones
- Make it competitive



Next Masterclass: Employee Giving



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Thank You!