

Welcome to
**ALLIANCE
EMPOWERMENT
PROGRAM**

Fundraising for Road Safety NGOs

Webinar 1: Building a fundraising strategy

Webinar 2: Power mapping and networking

Webinar 3: Attracting corporate funders

Webinar 4: Corporate/NGO Collaboration Criteria

Webinar 5: Logframes: what, who, and why

Webinar 6: Budgets: Costing your project



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Fundraising for Road Safety NGOs

**Webinar 2:
Power mapping and networking**

2018

WEBINAR: Power mapping and networking

www.roadssafetyngos.org



TODAY'S AGENDA

- Powermap concept
- Building up your leads
- Pipeline and opportunities follow up
- Networking concept
- How to network in events
- Dos and don'ts for networking



THE GLOBAL GOALS
For Sustainable Development

Income
streams

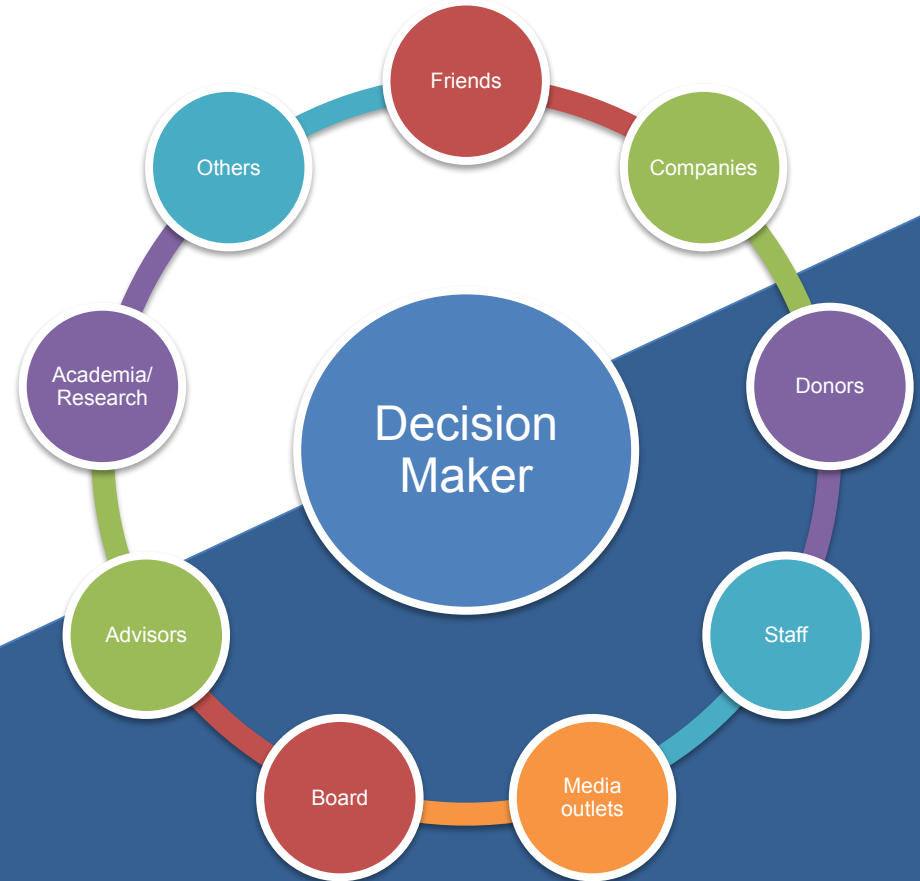
Better
Advocate

Not
duplicate
efforts

17 PARTNERSHIPS
FOR THE GOALS



PowerMapping



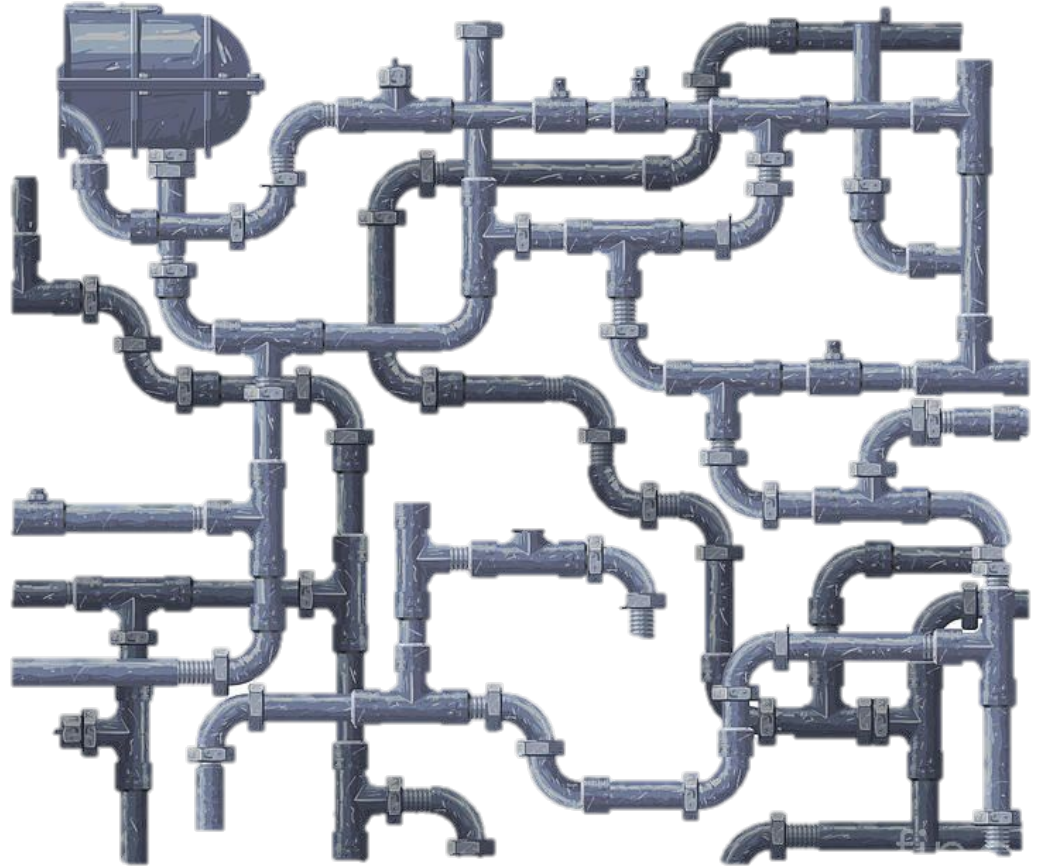


**Who
is
who?**

High importance/Low influence	High importance/High influence:
Low importance/Low influence:	Low importance/High influence:

Build your pipeline

- name of the organization
- cause/core business
- contact person
- position
- decision maker
- proposal
- action plan
- status



Networking

Networking is a socioeconomic business activity by which businesspeople and entrepreneurs meet to form business relationships and to recognize, create, or act upon business opportunities, share information and seek potential partners for ventures.





How to work a room?

1. Go for individuals, they are looking for people to talk to as well
2. Open couples or trios – their body language show they are open to talk to others
3. Bigger groups – only enter them when you know somebody

When moving on to another group always with respect and courtesy



Do's and Don'ts

- ✓ Introduce yourself
 - ✓ Ask for their names and repeat it
 - ✓ Ask interesting questions and listen carefully
 - ✓ Show what your organization has to offer that can benefit them
 - ✓ Exchange cards or contact details
 - ✓ ASK when can you call them
- ⌘ Don't monopolize the conversation
 - ⌘ Don't try to sell for the sake of selling
 - ⌘ Don't look anxious while they are talking
 - ⌘ Don't ask close questions
 - ⌘ Don't leave the event straight away

THANK YOU



TOGETHER WE CAN SAVE MILLIONS OF LIVES



Evaluation and questions

go to

http://roadsafetyngos.org/sh_webinars/webinars/

2018



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Thank you

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