Gather your volunteers who match the criteria of new people your organization hopes to engage. Walk them through your goals and help them map their networks using this form. Volunteers should begin with people who may already know your organization through its programs or identify people who care about the type of programs your organization delivers.

Volunteers should identify people who have made charitable contributions to similar organizations or have a history of supporting charities generally.

Next, identify volunteers should people whom they know through other aspects of their lives, such as:

- Book club, running group or other hobby group
- Faith community
- Your or your (grand)children’s school(s)
- Professional or trade association
- Neighborhood association or block group
- Extended family
- Fraternal or social group, such as Rotary, Lions, or others
- Individuals who volunteer with you on behalf of another nonprofit
- Your current/former work colleagues
- Your social media contacts, such as Facebook friends

Now, ask your volunteers to consider people or organizations they admire because of their support of nonprofit causes but whom you may not know. Evaluate you know someone who can introduce you.

On the following page, begin making a list of each member within group, such as:

1. Nonprofit volunteers
2. Faith Community
3. Admired Individuals/Organizations

Finally, the last page, ask volunteers to begin identifying at least one next step to connect with at least one person in each group. For example, under the “Nonprofit volunteers” group, you may write the following:

1. Talk to John Doe at March board meeting about attending a “learn more” event
Networking Mapping Exercise

Use this diagram to help you map your network. Make additional copies as needed.

Group Name: Work contacts

Individuals:
1. Sue Smith in finance
2. Bob Jones in marketing
3. ________________________
4. ________________________
5. ________________________

Group Name: Faith community

Individuals:
1. Sally Johnson, parish council
2. Terri Campbell, choir director
3. John Doe, Saturday greeter
4. ________________________
5. ________________________

Group Name: Facebook network

Individuals:
1. Kate Brown, college roommate
2. Tim Kennedy, reunion leader
3. Marcia Timm, garden swap
4. ________________________
5. ________________________

Group Name: Book club

Individuals:
1. Betsy Brown, Feb. host
2. Sue Jones, July host
3. ________________________
4. ________________________
5. ________________________
Group Name: Aspirational contacts

Individuals:
1. Acuity Mutual Insurance Co.
2. ______________________
3. ______________________
4. ______________________
5. ______________________

Group Name: ____________

Individuals:
1. ______________________
2. ______________________
3. ______________________
4. ______________________
5. ______________________

Group Name: ____________

Individuals:
1. ______________________
2. ______________________
3. ______________________
4. ______________________
5. ______________________

Group Name: ____________

Individuals:
1. ______________________
2. ______________________
3. ______________________
4. ______________________
5. ______________________
Connecting – Next Steps

**Group Name:** Work contacts

**Individual:** Sue Smith in finance
**Steps:** Talk to Sue after monthly department meeting March 20. Invite her to tour our organization

**Individual:** Bob Jones in marketing
**Steps:** Talk with Bob at Thursday happy hour – see if his wife would like to tour our organization

**Group Name:** Faith community

**Individual:** Sally Johnson, parish council
**Steps:** Return Sally’s email about parish survey. Ask her to join me for lunch with our executive director.

**Individual:** Terri Campbell, choir director
**Steps:** Send Terri thank you card on holiday services. Invite her to tour our organization.

**Individual:** John Doe, Saturday greeter
**Steps:** Talk to John at Saturday potluck. Invite him to learn more about the board

**Group Name:** Facebook network

**Individual:** Kate Brown, college roommate
**Steps:** Call her back and talk about our organization. Invite to a gathering of friends at my house.

**Individual:** Tim Kennedy, reunion leader
**Steps:** Ask Tim if I can share our organization’s board job description on next reunion group post.

**Individual:** Marcia Timm, garden swap
**Steps:** Email Marcia about spring clean up event and ask if the garden group would like to tour our organization in May

**Group Name:** Book club

**Individual:** Betsy Brown, Feb. host
**Steps:** Ask Beth if she needs appetizers for Sunday. Ask if I can bring brochure about our organization

**Individual:** Sue Jones, July host
**Steps:** Email Sue about July book pick. Ask if she would join me for a gathering at our organization.

**Group Name:** Aspirational Contact

**Individual:** Acuity- don’t know anyone there, but they are generous donors to many causes
**Steps:** Check in at Saturday potluck after services to see if Bob’s nephew is still at Acuity?
Mapping Your Network Instructions

Begin with people who may already know your organization through its programs or identify people who care about the type of programs your organization delivers.

Identify people who have made charitable contributions to similar activities or have a history of supporting charities generally.

Next, identify people whom you know through other aspects of your life, such as:

- Book club, running group or other hobby group
- Faith community
- Your or your (grand)children’s school(s)
- Professional or trade association
- Neighborhood association or block group
- Extended family
- Fraternal or social group, such as Rotary, Lions, or others
- Individuals who volunteer with you on behalf of another nonprofit
- Your current/former work colleagues
- Your social media contacts, such as Facebook friends

Now, consider people or organizations you admire because of their support of nonprofit causes but whom you may not know. Evaluate whether anyone in your network can introduce you.

On the following page, begin making a list of each member within group, such as:

1. Nonprofit volunteers
2. Faith Community
3. Admired Individuals/Organizations

Finally, the last page, begin identifying at least one next step to connect with at least one person in each group. For example, under the “Nonprofit volunteers” group, you may write the following:

1. Talk to John Doe at March board meeting about attending a “learn more” salon/reception
Networking Mapping Exercise

Use this diagram to help you map your network. Make additional copies as needed.

Group Name_____________________

Individuals:
1. ___________________________
2. ___________________________
3. ___________________________
4. ___________________________
5. ___________________________

Group Name_____________________

Individuals:
1. ___________________________
2. ___________________________
3. ___________________________
4. ___________________________
5. ___________________________

Group Name_____________________

Individuals:
1. ___________________________
2. ___________________________
3. ___________________________
4. ___________________________
5. ___________________________

Group Name_____________________

Individuals:
1. ___________________________
2. ___________________________
3. ___________________________
4. ___________________________
5. ___________________________
Connecting – Next Steps

**Group Name:** ______________________________________________________

Individual: __________________________________________________________

Steps: ________________________________________________________________

Individual: __________________________________________________________

Steps: ________________________________________________________________

**Group Name:** ______________________________________________________

Individual: __________________________________________________________

Steps: ________________________________________________________________

Individual: __________________________________________________________

Steps: ________________________________________________________________

**Group Name:** ______________________________________________________

Individual: __________________________________________________________

Steps: ________________________________________________________________

Individual: __________________________________________________________

Steps: ________________________________________________________________

**Group Name:** ______________________________________________________

Individual: __________________________________________________________

Steps: ________________________________________________________________

Individual: __________________________________________________________

Steps: ________________________________________________________________

**Group Name:** ______________________________________________________

Individual: __________________________________________________________

Steps: ________________________________________________________________

Individual: __________________________________________________________

Steps: ________________________________________________________________