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Mapping Your Network Instructions

SAMPLE OF COMPLETED FORM

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



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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. _____



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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?



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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
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- 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



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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:

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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: _____