
Mobilize Your Network for the Greater Good



Presented to you by

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America's Marketing Motivator

Networking for greater community impact

If you want to change the world, then engage your network

When people think of networking, it is often associated with job search, career advancement and new business development. In fact, these career and business drivers are powerful motivations to advance your networking skill and competence.

There is another motivation, **personal drivers**, that is perhaps the most exciting and powerful of all. Quite simply, if you aspire to change the world for good, you can do it through your network.

The goal of this program is to motivate, inspire and equip you to leverage your professional and personal network. By learning specific networking skills and increasing your confidence, you will find it easy and natural to lend your social capital to your favored nonprofit organization. In this way, you can make an even greater contribution than you are already making.

Desired outcomes from this program:

1. Greater appreciation of networking as an effective development strategy for your organization and for your life
2. Increased confidence and ability to engage in conversation with people that you meet at community events, one-on-one and networking meetings
3. Understanding of how to tap your professional and personal networks to help you accomplish specific goals.
4. Action plan to help you connect to and build stronger relationships with key donors and individuals of influence in the community
5. Knowledge of how to use social media to share your passion with your online networks
6. Greater willingness to prioritize networking into your daily/weekly routine with consistent action

“Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has.”

- Margaret Mead

How will you know if it works for you?

What specific impact would you expect your new networking skills and confidence from this program to have on your job performance, job satisfaction and organizational goals?

What you'll find in this workbook

Below is an outline of what's in this workbook. It contains more information than we will have time to cover in our half-day program. This workbook serves as a helpful reference tool for the future. Please review it periodically to get back on track to more productive networking practices.

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Speed networking exercise

Speed networking is the business equivalent of speed dating. It is a great way to make multiple new connections in a short amount of time. It can add energy and excitement to any networking event, conference, or community event where large numbers of people gather.

There are many different ways to organize a speed networking exercise. For the purposes of this program, we are going to use personal, thought-provoking questions as conversation starters (see next page).

Directions: You will select one person to network with (suggest you pick someone you don't really know very well). You will have 3 minutes to have a conversation with them. When the bell rings, you must stop talking. The instructor will advise you to select a new partner and begin another conversation. We will do this 3 times. You may use the same question or try a different one with each round. It is your choice.



Ask more interesting questions to start more interesting conversations

Instead of using the standard networking questions like “*What brought you here today?*” or “*What do you do for a living?*” Try using more interesting, thought-provoking questions to initiate a conversation with someone you are networking with.

- See the list of sample conversation starter questions on the next page.

Your goal in speed networking is to:

1. Enjoy yourself
2. Get to know someone new
3. Gain insight and information about them that will help you to build an immediate connection and a stronger relationship over time

Focus on the person with whom you are networking. Try not to dominate the conversation. Try to make sure there is equal “air time”, that is, an equal balance of listening and talking by both parties. Beware of “*Too Much I*” messaging.

Conversation starters

1. Name one activity on your “bucket list” that you’d like to do in the next year or two.
2. What career ambition have you not yet fulfilled? Why is this important to you?
3. Who has been most influential in your career/work life? How did they help you?
4. What’s the most meaningful bit of career advice ever given to you? How did it help you?
5. If you could be anywhere else in the world right now, where would you be and doing what?
6. What was the first paying job you ever held and how did it help prepare you for the world?
7. What is the most amazing thing someone other than family has ever done for you?
8. If you could make some change in this world, small or large, what would it be and why?
9. What is one new thing that you learned about yourself in the past two weeks?
10. What environment or place brings out your best creative self?
11. If you were to go back to school at this age, what subject would you study and why?
12. What is the most philanthropic thing you have done in your life?
13. Tell me about a time when you gave something important (your time, talent or treasure), and it felt really good.
14. Tell me about a time when you received something important (someone else’s time, talent or treasure) and it felt really good.
15. Why did you choose the book you are currently reading or have recently finished?
16. Share a personal goal that most people would be surprised to hear.
17. Where do you find your inspiration? How do you refill your inspiration reservoir?
18. When do you feel the most powerful? What about the least powerful?
19. What would you like to be doing for a living if money were no object?
20. Describe a time where fear almost cost you a chance at something amazing.
21. Do you have a nickname and if so, how did you earn it?
22. Tell me about the most memorable vacation you ever took and why it left such an impression.

For more questions, go to: <http://www.americasmarketingmotivator.com/conversation-starters/>

What is networking and why is it important?

Networking is about relationships

Networking is fundamentally about relationship building. It's getting to know people and finding ways to help each other. It's collaboration and mutual support. It's doing business with people that you like and trust. It's helping other people and allowing others to help you achieve your goals and dreams. It's about friendship. You've been doing it all of your life; you just may not have called it networking.

Anyone can learn to network more effectively

Networking is not a skill reserved for extroverted personality types or sales/marketing professionals or deal-makers. Even the most shy and introverted person can learn to network effectively. You just need to push yourself out of your comfort zone now and then. With each networking success, your confidence and skill will grow. Keep on networking!

Exercise: Write down 1-2 examples of how networking has been helpful to you personally or to others.

Networking is good for your career

- 1.
- 2.

Networking is good for your organization

- 1.
- 2.

Networking is good for the world

- 1.
- 2.

Networking is the art of building and sustaining mutually beneficial relationships *before you need them.*

Inspired by Diane Darling, author of *The Networking Survival Guide*

Current thoughts and feelings about networking

Exercise: Take five minutes to individually answer these questions. Then pair up with a partner and have a discussion.

Part 1 - Individual journaling

1. Write down a list of synonyms or substitute words for the term “networking.”
2. What do you enjoy most about the process of networking?
3. What do you like least about the process of networking?
4. Write down a few adjectives or words to describe your current attitude and feelings about the process of networking?
5. Describe the health of your current network? Do you consider it one of your personal or professional assets? Do you know who is in your network(s)?

Part 2 – Partner discussion

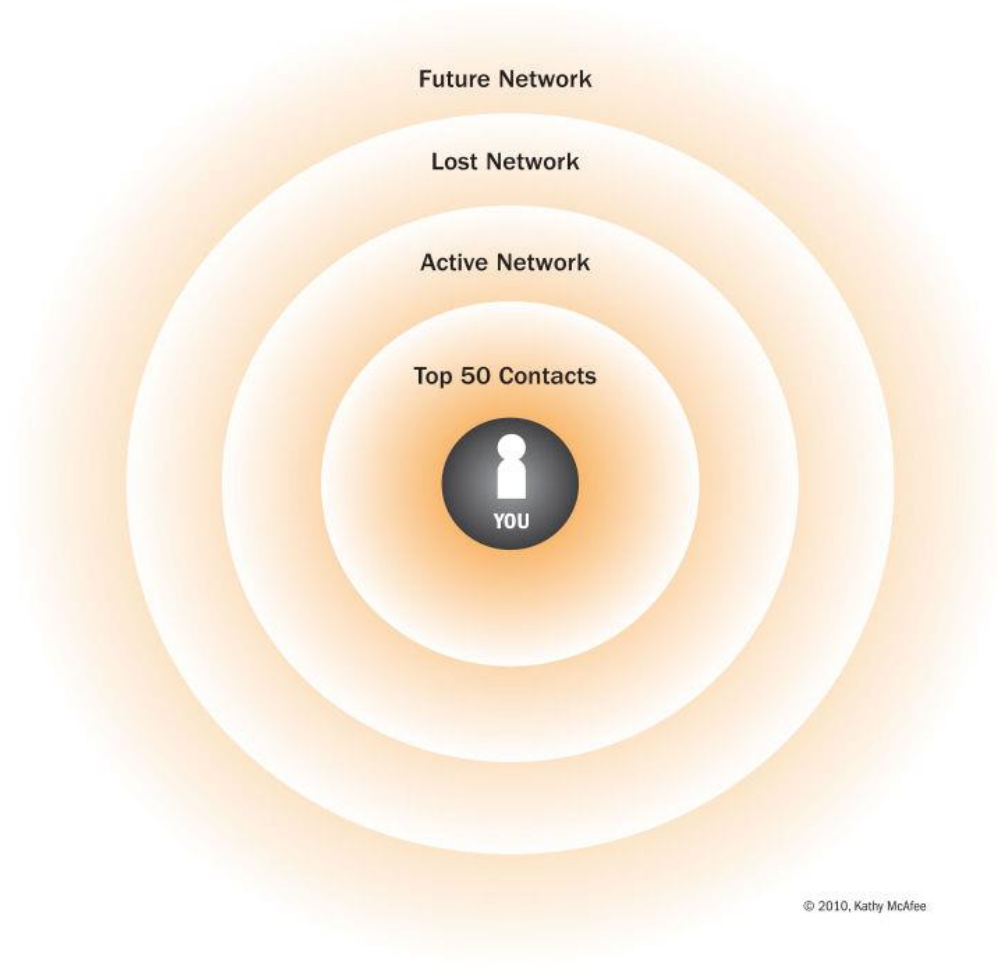
After working with your partner, please write down additional insights gleaned from your discussion.

Targeted networking for greater influence

The objective of networking is to expand your sphere of influence in order to accomplish your goals. This can be accomplished more easily if you are more targeted and strategic about how you develop relationships with different people in your network.

Below is an illustration of the different circles of influence that you can develop and activate through your networking efforts.

Your Sphere of Influence



Who's in your network?

How many people do you know?

The first step in building your targeted networking strategy is identifying who is already in your network. The My World Exercise™ is useful for this.

On average, most people will come up with a list of 250 people. Your list may be longer or shorter. It doesn't matter. This tool is a memory jogger to get you thinking of the people in your everyday world. All of these people, whether they are personal or professional connections, close friends or just acquaintances, have potential to add value to your network and to your organization.

Instructions for using My World Exercise™ worksheet (on next page)

- **Step #1:** Identify the different communities and groups that you belong to. Label these as your column headings
 - family
 - friends
 - neighborhood
 - work colleagues
 - clients
 - past job associates
 - exercise/fitness groups
 - church or spiritual communities
 - community service or volunteer groups
 - hobbies
 - college friends
 - kids/school/PTA/scouts/sports
 - Other groups: _____
- **Step #2** Without access to your computer, begin to list the people that you know personally from the different “worlds” or groups in your life
- **Step #3:** Now access your database, cell phone and other places where you store contact names. Add them to this master list
- **Step #4:** Continue to add names to this list as you meet new people over time. These people can become even more important to you in building your career, business and life goals

Who's most important in your network?

Surrounding you in your sphere of influence are the 50 most important people in your life. These people can be family, friends, colleagues, clients, spouses. They care the most about you and want to see you succeed and realize your full potential.

Criteria for selecting your Top 50 Contacts

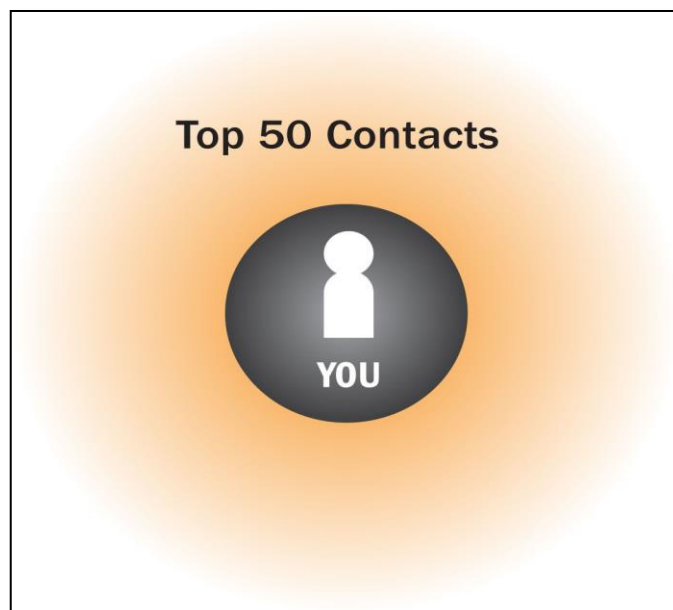
People... Who you care about Who care about you Who you can help Who can help you
People... Who know you well Who you have a positive relationship with

What other criteria is important to you? _____

Can you list at least 5 of your most important networking contacts that meet the above criteria?

1. _____
2. _____
3. _____
4. _____
5. _____

Make time after the program to complete the worksheets that follow, mapping out all fifty of your Top 50 contacts.



50-5-10-2 Strategy

These Top 50 relationships require a greater frequency of contact and a more thoughtful, personalized approach. You are investing in these relationships with your time and attention.

The 50-5-10-2 Strategy means that you contact the key people in your Top 50 Contacts, once every five weeks *or so* which means you make 10 contacts a week or 2 contacts per day (Mon-Fri).

How you can make this doable in your busy schedule? Do you have a cell phone? Do you commute? Program the telephone numbers of all Top 50 Contacts into your phone. Make one networking call on the way to work and one networking call on the way home. (*Note: avoid distractions while driving*)

Please note:

- Your Top 50 Contacts list is a private list, for your eyes only.
- It takes time to build the kind of relationships that qualifies for a Top 50 Contact. Don't attempt to rush these relationships. Invest over time. Be patient.

My Top 50 Contacts List

Your name: _____

Contact name	How can I help them?	How can they help me or my organization?	Communication Preference Telephone – Face-to-Face – Email - Social Media - Other	Most Recent Contact Date and details
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				

Contact name	How can I help them?	How can they help me or my organization?	Communication Preference Telephone – Face-to-Face – Email - Social Media - Other	Most Recent Contact Date and details
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				
31				
32				
33				
34				
35				

Contact name	How can I help them?	How can they help me or my organization?	Communication Preference Telephone – Face-to-Face – Email - Social Media - Other	Most Recent Contact Date and details
36				
37				
38				
39				
40				
41				
42				
43				
44				
45				
46				
47				
48				
49				
50				

Connect the dots

Connect the Dots is a useful exercise to conduct with your board or directors and leadership team. It will help you identify key people in your community that you'd like to add to your network of friends and donors to your organization. Once you are aware of *who knows who* in the community, you can begin to formulate a networking strategy to cultivate and deepen these important relationships.

This *Connect the Dots* exercise was inspired by Lisa Sundean, volunteer leader and board member of YWCA Hartford Region.

Part 1: Examine your personal Rolodex

Go through your database of contacts, and write down the name of any individual with whom you have a connection that you think could be useful.

Please enter the number dots to indicate the nature of your relationship to the individual.

- One dot indicates that you share/attend the same place of worship; hairdressers; workout gym; social clubs. You see them periodically at community events.
- Two dots mean that you regularly see them at social events, would have lunch once a year or have mutual friends.
- Three dots show that you might invite the individual to your home for tea/cocktails/dinner; play golf or tennis together. You feel comfortable inviting them to family celebrations.

Contact's name	Company affiliation	Opportunity	# of Dots

Connect the dots (continued)

Part 2: Review the organization's Rolodex

Tell us who you know. Read through a target donor. Indicate who you know that you think could be helpful. Please put an x in the "1" or "2" column to indicate:

1 = I know this person and I am willing to engage this person in conversations about giving opportunities and/or facilitate a meeting with the development staff.

2 = I have a friend/colleague who knows this person well. I am willing to request an introduction for the purpose of engaging in conversations about giving opportunities and/or facilitate a meeting with the development staff.

Note: Your organization will provide a list of target donors so that you can complete this worksheet. You can leave blank any row where you don't recognize the person or their company affiliation.

Your name: _____

Donor's name	Company affiliation	1	2	Comments

Leveraging social media for community impact

Social media has opened up the doors for broader reach and engagement with people in our personal and professional lives and interests.

While your organization is responsible for managing its own social media platform, you can easily assist it by linking your social media outlets to the organization's mission and activities. By doing so, you not only help the organization, but you also help yourself by strengthening your personal brand through positive association with a high-caliber organization.

Small group exercise:

Discuss a few ways in which you have already shared your organization's information on your personal social media channels.

Brainstorm other ways in which you could bring even more energy and attention to your organization through your personal social media activity and online networks.

What might prevent you from taking such actions?

How can you overcome these barriers or concerns?

The art of the ASK

For some reason, asking for help is one of the most difficult things for human beings to do. Perhaps this hesitation comes from a fear of rejection, embarrassment or even pride; perhaps it's just lack of practice and experience.

The fact is that if you need something and have exhausted all other possibilities, you are going to have to ask for it.

There are many ways to ask for something that you need. Some ways will be more effective than others. Experimentation and practice will help you build confidence and success.

Exercise: Working with a partner, indicate by letter shown in parenthesis what style of ask best describes these examples.

Direct versus indirect (D or I)

- "I would like to invite you to a special event being hosted by _____ on _____ (date). Would you like to go with me?"
- "Do you know anyone who might like to attend a special event hosted by _____ on _____ (date)?"
- "I am looking for people who can help me promote a special event hosted by _____ on _____ (date)?"

• Active versus passive (A or P)

- You call the person on the telephone and personally invite them
- You individually email the person and invite them
- You send an email invitation to a group of people, because it saves you time
- You post the event on Facebook and suggest others join you at the event
- Using LinkedIn, you send a message to people in your online network
- You write a handwritten note to someone inviting them to the event
- You personally invite them to the event while having lunch or networking coffee with them

• Request versus demand (R or D)

- "I expect to see you at the _____ event on _____ (date)."
- "I really hope to see you at the _____ event on _____ (date)."
- "It would mean so much to me if you would attend the _____ event on _____ (date)."

"Ask, and you will receive.

Search, and you will find.

Knock, and the door will be opened for you."

- Matthew 7:7-12

The art of the ASK

(Exercise, continued)

- **Pull versus push** (big P or little p)

- “If you want to spend face time with me, the best way is to join me at the _____ event on ____ (date).”
- “A great way for you to network and get exposure is by attending the _____ event on ____ (date).”
- “As one of my preferred vendors, I hope to see you at the _____ event on ____ (date).”
- “_____ (key person) will be attending the _____ event on ____ (date). I encourage you to go so that you can get to know _____ (key person) better.”

- **Confident versus hesitant** (C or H)

- “If you don’t want to go I completely understand, but I was wondering if you’d like to go to a special event hosted by _____?”
- “I’m going to a special event hosted by _____ and I think you’d enjoy it to, too. Want to go with me?”
- “This is a not-to-be-missed event. I’m going. Care to join me?”

- **Invite versus ask** (I or A)

- “If you are free on _____ (date), I’d like to invite you to join me at a special event hosted by _____.”
- “Will you go with me to to _____ event on ____ (date)?”
- “I invite you to consider making an incremental donation this year.”
- “Will you step up your donation by \$1,000, and become part of our _____ circle of contributors?”

- **Open ended versus close ended** (O or C)

- “I don’t suppose that you’d like to attend _____ event with me on ____ (date)?”
- “Is there any reason why you wouldn’t want to attend the special _____ event with me?”

Timing is everything

Remember that “no” doesn’t necessarily mean forever. It often means “not now” or “I need more information.” If you get a “no” at first, don’t give up. Your ask may have arrived at an inconvenient time. Keep on asking and inviting your friends and contacts to engage with your organization. Frequency will help to ensure success.

Exercise: Personal reflection

- Think of a time in your past when someone had to ask you multiple times until you finally got involved?
- How would your life be different now if they had only asked you once and then went away without your agreement, leaving you without the opportunity to engage?

The art of the ASK

(continued)

Wise words regarding “The Ask”

You’ve probably heard about Mary Kay Ash, the founder of Mary Kay Cosmetics. Throughout the years of her life, she shared wise words on how to cultivate and build relationships for consultants to grow their beauty business. Much of her advice can be used to enhance the success of other organizations by engaging and enrolling people in its mission through contribution and volunteerism.

Group exercise: Please take turns reading out loud the following quotes from Mary Kay Ash.

1. *“Everyone has an invisible sign hanging around their neck saying, ‘Make me feel important.’ Never forget this message when working with people.”*
2. *“No matter how busy you are, you must take time to make the other person feel important.”*
3. *“Everyone wants to be appreciated, so if you appreciate someone, don’t keep it a secret.”*
4. *“Don’t limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, you can achieve.”*
5. *“Aerodynamically, the bumble bee shouldn’t be able to fly, but the bumble bee doesn’t know it, so it goes on flying anyway.”*
6. *“If you think you can, you can. And if you think you can’t, you’re right.”*

Share other quotes or words of inspiration that have given you the courage to ask on behalf of your organization.

Other keys to an effective ask:

- Whenever possible, ask in person
- Always, always, always be true to your word and follow through
- Never make assumptions about what someone can or can’t do. Ask and let them decide.
- Lead by example. Your donation of time, money, and effort to your organization must come first, before you can ask anyone else to contribute
- Any other golden rules of asking that you would suggest to the group?

Building relationships with influential individuals

Name of target individual _____

(Note: for efficiency, we will refer to the individual as “her” or “she,” although your target donor may be male)

What motivates her?	
What do you know about her family life?	
What kinds of books or blogs does she enjoy reading? Favorite authors?	
Describe her rational needs	
Describe her emotional needs	
What are her current beliefs about you and/or your organization?	
How much does she know or not know about your organization?	
What other charitable groups does she support?	
What do you currently have in common? <i>(List shared interests and experiences)</i>	
Who do you know in common? <i>(List any shared connections)</i>	
What value can you bring to her?	
How can you best stay in touch with her? <i>(How frequently and by what means?)</i>	

Action. You may not know all of this information at this time. Your job is to learn more about this influential individual so that you can better connect and relate to her. This will take time, but there are things you can do now to begin the process.

List one action that you can take this week to learn more about her?

Networking at social events

You may have opportunities to meet influential individuals and others at social events, such as cocktail parties, company dinners, and other social occasions inside and outside of work. You need to keep in mind a few important things as you present yourself and the organization in these public settings.

The more social events you attend, the more comfortable and competent you will become in networking. Even if you are shy and introverted, you can become skilled at networking and connecting with important people at social events.

1. **Etiquette and table manners** count when networking with people of influence.
2. **Conversation skills are a must** when networking at cocktail receptions and social events. Use questions as ice breakers. Be genuinely interested in listening to other people.
3. **Graceful, confident exits from conversations** will allow you to make more connections and feel more comfortable at the event. Don't get stuck with one person all night. Don't hang around the same people you already know.
4. **Working the room** will make the networking event more effective for you. You don't have to speak to everyone; but have a goal to make a minimum of five new connections at each event.
5. **Inclusive body language** will make everyone feel more comfortable. If you sense that someone is near you, open up your stance and invite them to join in on the conversation using welcoming gestures and words. You shouldn't be having private conversations at social events. The more the merrier in networking.
6. **Act like the host** is a great strategy for getting comfortable at a social event. Assume the role of greeting people at the door or introducing them around. Having a "job" may make you more comfortable and will give you more exposure to the guests. The actual host may appreciate your efforts as well.
7. **Self-control is mandatory** at social events. Limit your alcohol intake and never, ever get intoxicated. Watch your language, and no roaming eyes or hands. Give people their personal space and make them feel comfortable and safe around you.
8. **Mix up your conversation** at social networking events. This is a great time to get to know people personally. Find the right time to bring up business topics. Pay attention to spouses and significant others. They may great influence on the person you want to connect with.

You can read more about the art of mastering networking during business lunches and dinners at <http://www.americasmotivator.com/networking-how-to-master-the-business-lunch/>

Appendix



Additional resources

Books, audio and DVD programs

- ❑ *Networking Ahead for Business*, by Kathy McAfee (Kiwi Publishing 2010). Available in soft cover, Kindle or NOOK e-book, or audiobook formats: <http://www.americasmarketingmotivator.com/store/products/networking-ahead-2/>
- ❑ *Perfect Your Pitch* audio training program with Kathy McAfee - <http://www.americasmarketingmotivator.com/store/products/perfect-your-pitch/>
- ❑ *Motivated Networking Follow-Up* with Kathy McAfee. Available in audio or DVD live presentation format <http://www.americasmarketingmotivator.com/store/products/motivated-networking-follow-up/>
- ❑ *Never Eat Alone and other secrets to success, one relationship at a time*, by Keith Ferrazzi and Raz Tah http://www.amazon.com/Never-Alone-Ferrazzi-Keith-Tahl/dp/0385512066/ref=sr_1_1?s=books&ie=UTF8&qid=1335809984&sr=1-1
- ❑ *Who's Got Your Back: The Breakthrough Program to Build Deep, Trusting Relationships That Create Success - and Won't Let You Fail*, by Keith Ferrazzi http://www.amazon.com/Whos-Your-Back-Relationships-Success-/dp/0385521332/ref=sr_1_2?s=books&ie=UTF8&qid=1326489556&sr=1-2
- ❑ *The Ripple Effect: maximize the power of relationships in business and life*, by Steve Harper http://www.amazon.com/Ripple-Effect-Maximizing-Relationships-Business/dp/0976866501/ref=sr_1_1?s=books&ie=UTF8&qid=1326490087&sr=1-1
- ❑ *The Networking Survival Guide: Practical Advice to Help You Gain Confidence, Approach People, and Get the Success You Want*, by Diane Darling http://www.amazon.com/Networking-Survival-Guide-Second-Confidence/dp/0071717587/ref=sr_1_1?s=books&ie=UTF8&qid=1326490281&sr=1-1
- ❑ *Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling*, by Michael Port http://www.amazon.com/Book-Yourself-Solid-Reliable-Marketing/dp/0470643471/ref=sr_1_1?s=books&ie=UTF8&qid=1326490400&sr=1-1
- ❑ *Endless Referrals: network your everyday contacts into sales*, by Bob Burg http://www.amazon.com/Endless-Referrals-Third-Bob-Burg/dp/0071462074/ref=sr_1_1?s=books&ie=UTF8&qid=1326489879&sr=1-1

Web sites and recommended blogs

- ❑ <http://www.facebook.com/pages/Networking-Ahead-for-Business/>
- ❑ <http://www.americasmarketingmotivator.com/> - tons of free templates, tools and motivating articles to help you move forward in your career and business. From Kathy McAfee, America's Marketing Motivator
- ❑ www.MotivatingCards.com - on-line greeting card and gift system ideal for personalized networking follow-up. Comes with an on-line contact management system and personalized handwriting fonts and signatures

Instructor's Biography

Kathy McAfee is **America's Marketing Motivator**, a professional speaker and executive presentation coach whose mission is to help business leaders more effectively use their energy, influence and resources to create positive changes in the world.

Her company, Kmc Brand Innovation, LLC, helps motivated executives and ambitious entrepreneurs to become the recognized leaders in their fields by mastering the art of high engagement presentations and more effective networking. She is the author of the book ***Networking Ahead for Business*** (Kiwi Publishing 2010).

In her role as **Executive Presentation Coach**, she helps her clients increase their public speaking confidence, credibility and influence by reducing dependency on PowerPoint® and other technical crutches, engaging the audience and moving them to action.

A certified Master Practitioner of Neuro Linguistic Programming, or NLP, and certified Blind Spots coach, Kathy helps her clients to clear their limiting beliefs and implement more effective strategies to realize their full leadership potential through executive coaching.

Over the past 30 years, Kathy has held numerous corporate leadership positions, bringing marketing success to major companies, including Levi Strauss & Co., Maybelline, Southcorp Wines of Australia, and ADVO, where she served as Vice President of Marketing Services. Living and working in England for three years, she led European marketing initiatives for an international vision care company. For the past nine years, she has managed her own successful entrepreneurial venture.

A graduate of Stanford University in Economics, Kathy is a member of the National Speakers Association, a board member for the YWCA of Hartford Region, and an active member of Soroptimist International of the Americas. She is an ovarian cancer survivor and is a second degree black belt in the martial art discipline of Tae Kwon Do. Originally from California, Kathy and her husband Byron reside in Connecticut.

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