



**Event**

# **Creating Stronger Relationships**

**OVERVIEW**

## **Accessing opportunities**

**KN**  
WALFORD

## Presenter

**Kemar Walford**

## Company

**KN Walford Consultancy Ltd**



## Social media



**@KNWconsult**



**@KNWconsult**



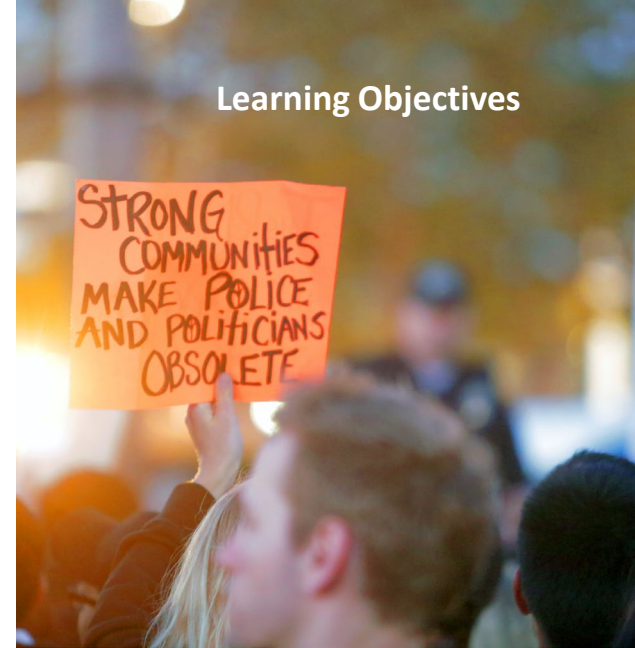
# Learning Objectives

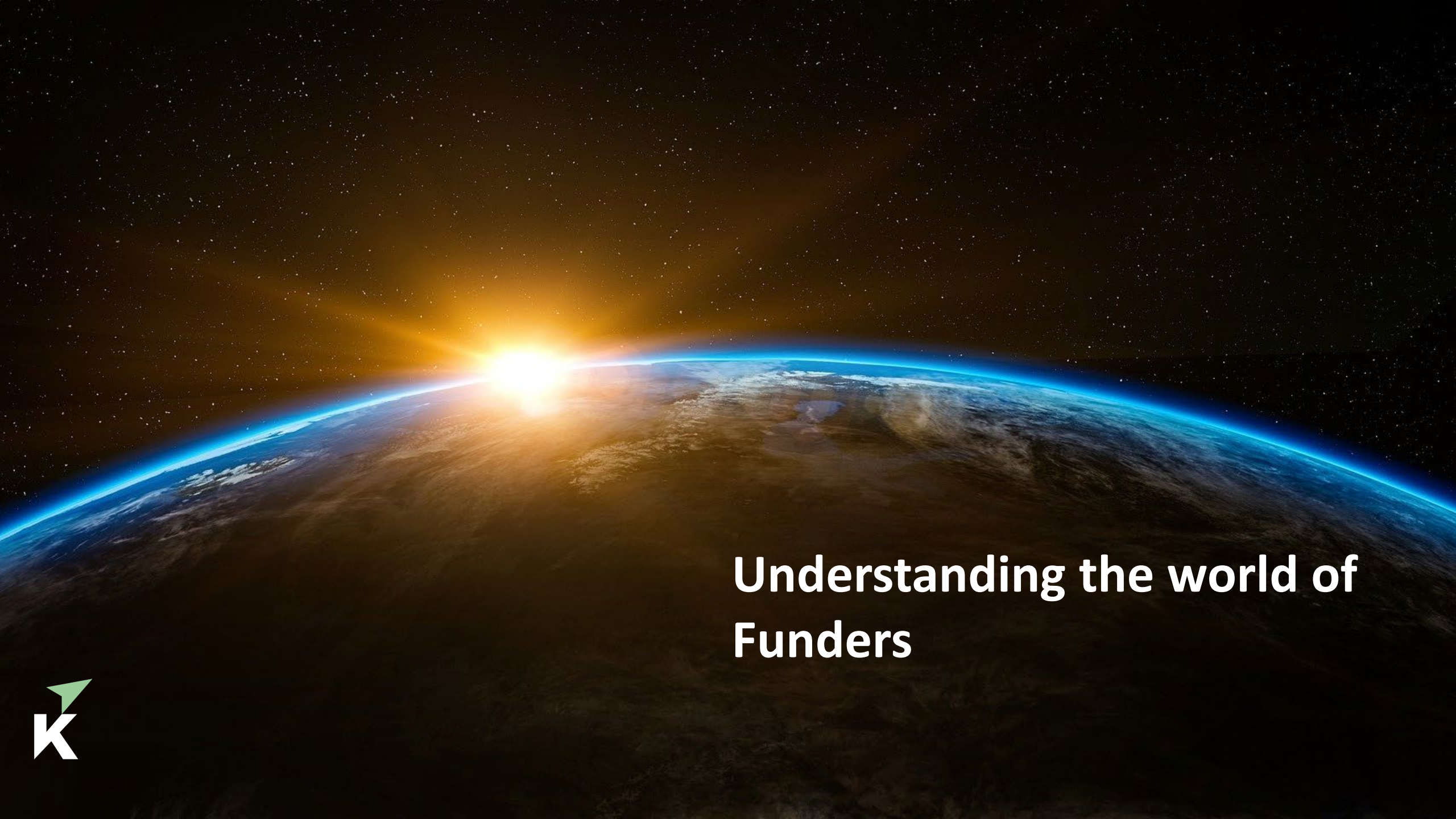
Understanding the world of funders

Engaging with funders

Stewardship of funders

Utilising funder relationships





# Understanding the world of Funders





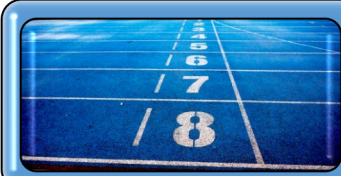
Funders





**Engaging with Funders**

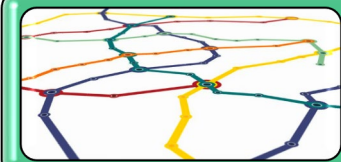
# Five key steps for funder Engagement



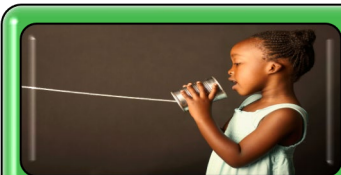
Understanding your track record and history



Researching your target funder



Mapping your network



Appropriate methods for communication



Requesting introductions

Five key Steps





# Track Record and History



Have you reviewed your own track record of impact?



Is there information widely available about your work?



Has there been any issues with funders previously? If so what have they been?



Are your trustee, directors, or people affiliated with other charities or groups?



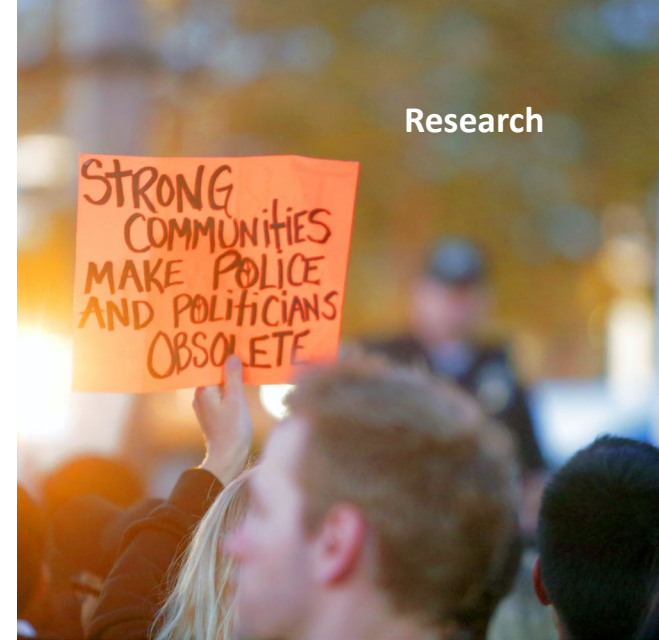
Have your stakeholders had a good relationship with you in the past?





## Researching your Target Funder

- Understanding your Funders structure
- What they are seeking to fund?
- How and who make decisions?
- Their communication channels
- Existing groups they may have funded locally
- How closely you match their priorities?





# Determining your communication



Face to face



Call



Letter



Email

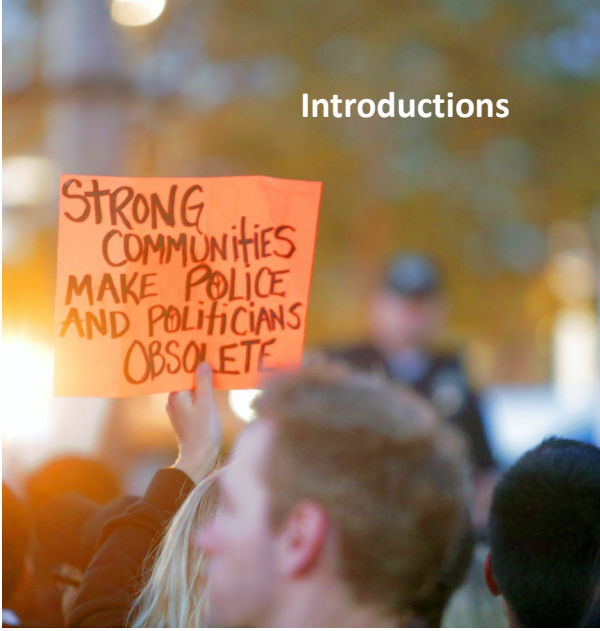
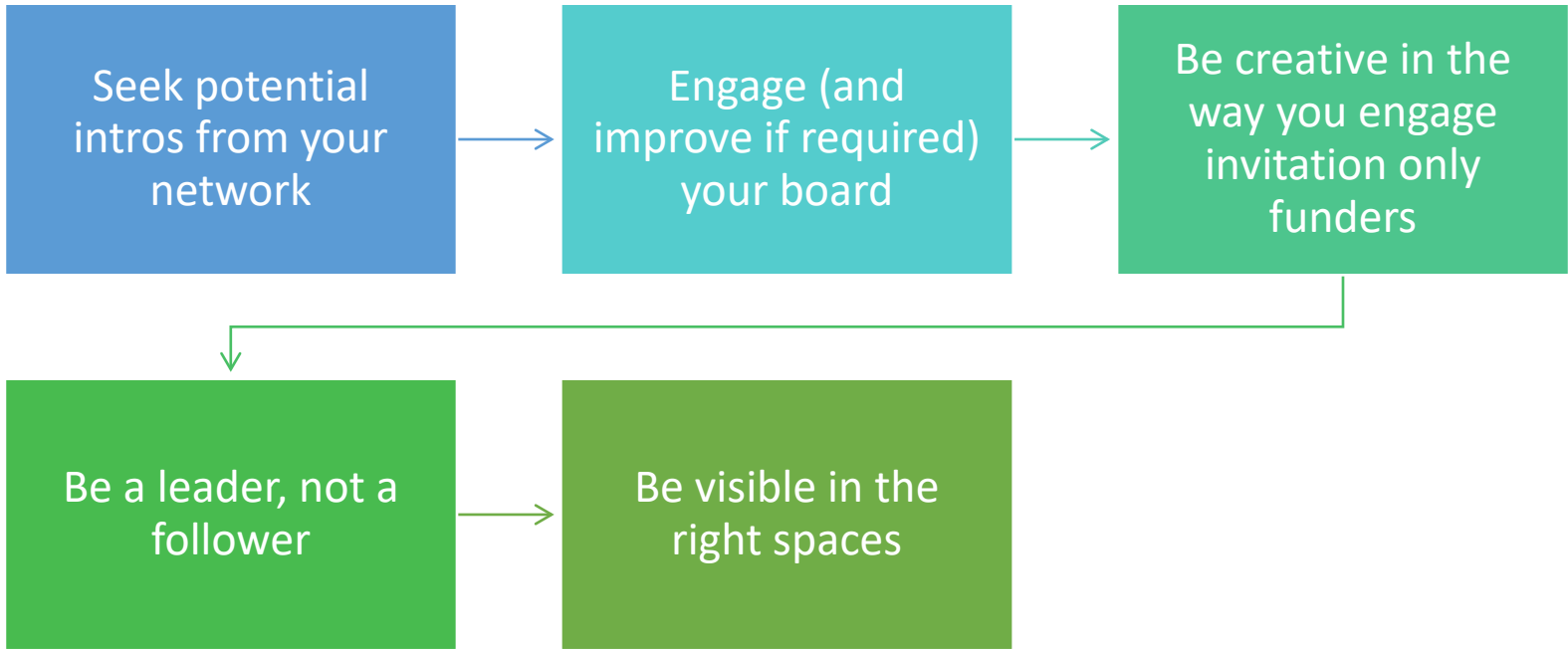
Communication

STRONG  
COMMUNITIES  
MAKE POLICE  
AND POLITICIANS  
OBSOLETE





# Introductions







Stewardship

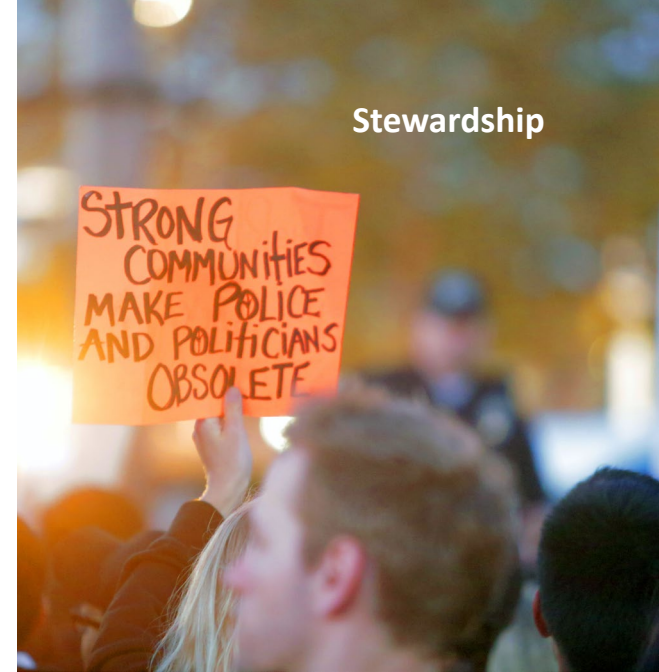




## Stewardship of funders

- Be Open and Honest
- Ensure you are Responsive
- Demonstrate your passion, expertise and Impact
- Work your regular donor cycle
- Treat them like people
- Say thank you
- Invite, engage and share

Stewardship





**‘In a race for Limited Resources, it is  
the energy efficient that will win the  
Race’ – David Cameron**



**Utilising Funder Relationships**



## Utilisation of funders

**80% of your funding will come from your top 5 funders!**

- Growth of collaboration between funders
- Funders are time poor and resource light
- If you are a good grantee, then ask for introductions to other funders.
- Ensure you always send that little bit extra

Utilization of funders

STRONG  
COMMUNITIES  
MAKE POLICE  
AND POLITICIANS  
OBSOLETE



## Key takeaways

- Understanding funders leads to better relationships
- Behind all of those forms they are just people
- You have to be seen to heard.
- Sharing learning and impact is essential
- Networks are your net worth!

takeaways







Any question?

