

48 NETWORK MAPPING

 0h 30m



PLENUM

DESCRIPTION

This Network Mapping exercise helps you get an overview of all the stakeholders who support your work.



PREPARATION

None



MATERIALS

- A Large Paper / Flip Chart
- Markers



TOOLS

None



GROUNDWORK



WORKING WITH FUNDERS
CROWDFUNDING

STEP 1 IN PLENUM:

Create a mindmap of all the stakeholders who support your work. In the middle of the mindmap, write the name of your organization or project. For the first level of branches, the following categories can be useful: board members, volunteers, constituents/community members, partner organizations, government representatives, individual donors, foundations, companies, and media. For each branch, brainstorm and note all the individuals, groups, or institutions who are currently supporting you or have supported you in the recent past. It can be useful to also include (in another color) potential supporters, i.e., stakeholders who could be engaged for support in the future.

STEP 2 Mark on the map which kind of support the stakeholders bring to your cause. For this you can use the following symbols: I = Influence | P = Passion | \$ = Cash | T = Time | C = Contacts | E = Expertise.

STEP 3 Briefly mark the relevance of the stakeholders by assigning each supporter a value between 1 (low influence on your success) and 3 (high influence on your success). Note where assessments of relevance diverge within your team – the different assessments can be fruitful grounds for discussion and further exploration.



FOLLOW UP

Use the network map to identify strengths and weaknesses and strategically develop your stakeholder base.

Source: Adapted from www.globalgiving.org/learn