

## PATH TO BUILDING BRIDGES

### Strengthening Cooperative Relationships with Funders

You have chosen to work on your relationship to an important stakeholder group within your eco-system: your institutional funders. The purpose of this Path is to create stronger relationships between funding institutions and civil society by building trust and strengthening collaboration.

#### WHO SHOULD GET INVOLVED?

While the Path deals with building transformative relations in partnerships, it is intended as an internal preparation session for your team. Everyone involved with the funding of programs and projects (i.e., not just fundraisers or board directors) should be present. If you already have a very good contact with someone in a specific funding institution, it can be fruitful to include them in the meeting as well.



#### AT THE END OF THIS SESSION YOU WILL HAVE:

- A common understanding of the processes and the kind of change you want to create within your funding relationships.
- A shortlist of funders to approach.
- A clear and compelling narrative, captured through stories, to bring to the discussion with funders, as well as a communication strategy.

#### PREPARATION

There is minimum preparation for this Path. Someone should provide a thorough overview of possible funding partners, as well as the most relevant institutions providing financial support for your cause.

#### MATERIALS

- Colorful Markers
- Flip Chart
- Large Pin Board
- Colorful Moderation Cards
- Post-it Notes
- Talking Piece
- Projector / Screen & 2-3 Computers
- Internet

#### TOOLS

##### Method Cards:

Action Planning for Next Steps (02)  
Storytelling: Creating a Narrative for the Organization (06)  
Problem and Solution Tree for New Strategy (21)  
Stakeholder Analysis (34)  
Common Ground for Mutual Understanding (42)  
Circle Practice to Engage in Focused Dialogue (47)  
Network Mapping (48)  
Institutional Funder Analysis (49)  
Appreciative Inquiry Interviews (50)  
Strategic Planning for Linking with Institutional Stakeholders (51)

##### Background Papers:

Value Based Organizations (36)

##### Worksheets:

Action Plan (02)  
Problem Tree (10)  
Solution Tree (11)  
Mapping Stakeholders (20)  
Value Matrix (23)  
Institutional Funder Screening and Profiling (25)

## ORIENTATION 45MIN

**HOST / PREPARATION GROUP:** Introduce Path and day program.

First round and discussion: Focusing on the Theme  
Share why you need or want to work further with funders.

Review **Value Based Organizations (36)** ■■■

Using **Circle Practice to Engage in Focused Dialogue (47)** ■■■, explore which aspects of the model relate to your initiative or organization and what this means for the relationships you want to develop with your funders.

**INPUT TO PATH CANVAS:** Common ground statement: 3 key qualities of the intended new relationship to funders.

## GROUNDWORK 140MIN

Deep Dive Analysis

- Conduct a **Network Mapping (48)** ■■■ to visualize your network of supporters. Alternatively, try **Stakeholder Analysis (34)** ■■■
- Conduct an **Institutional Funder Analysis (49)** ■■■ using **Institutional Funder Screening and Profiling (25)** ■■■

This activity will help you identify stakeholders and/or donor organizations and will target your approach in order to initiate a new quality of funding relationships.

**INPUT TO PATH CANVAS:** Mini-profiles of up to 3 funding institutions you want to approach.

## SUMMIT 90MIN

Exploring New Practices

- In Pairs or Triads: Conduct **Appreciative Inquiry Interview (50)** ■■■ to collect stories of meaningful impact in your work and positive collaboration with institutional partners.
- Identify which of these stories can serve best to open a dialogue with the funding partners and illustrate the qualities of the new collaboration model you identified in your common ground statement.

**INPUT TO PATH CANVAS:** Headlines of 1-3 stories that support the dialogue with funding partners.

## OUTLOOK 60MIN

Building Strategy

Work through the questions of **Strategic Planning for Linking with Institutional Stakeholders (51)** ■■■

**INPUT TO PATH CANVAS:** First steps and milestones of the roadmap.

## ACTION PLAN 60MIN

Anchoring the Agreements

Use **Action Planning for Next Steps (02)** ■■■ to anchor the roadmap and follow up steps in concrete agreements.

**INPUT TO PATH CANVAS:** Agreements and tasks.

## CLOSING 30MIN

Final round / Check Out