


FriendRaising

Friend Requests[Find Friends](#) · [Settings](#)



Iwant Tohelp
1 mutual friend

[Confirm](#)[Delete Request](#)

What Why How



WIKIPEDIA
The Free Encyclopedia

[Main page](#)
[Contents](#)
[Featured content](#)
[Current events](#)
[Random article](#)
[Donate to Wikipedia](#)
[Wikimedia Shop](#)

Interaction
[Help](#)
[About Wikipedia](#)
[Community portal](#)
[Recent changes](#)
[Contact page](#)

Tools
[Permanent link](#)
[Page information](#)
[Wikidata item](#)
[Cite this page](#)

[Create account](#) [Log in](#)

Article **Talk**

[Read](#) [Edit](#) [View history](#)

Friendraising

From Wikipedia, the free encyclopedia

Friendraising is a form of [fundraising](#) that involves befriending an organization or individual for the purpose of helping support the financial aspect of a [charity](#), [nonprofit](#) group or other [community benefit organization](#).

Contents [\[hide\]](#)

- [1 Concept](#)
- [2 Practice](#)
- [3 Controversy](#)
- [4 References](#)

Concept [\[edit\]](#)

The concept of friendraising involves a single organization or individual following a setup of guidelines and principles to establish friendship with another entity. As a concept, the friendship created is a legitimate one, regardless of financial prospects. As such, the relationship is a sustainable one of genuine care and concern - each party involved is there for the benefit of each other and therefore, the community represented.

Practice [\[edit\]](#)

In actual practice, friendraising is highly dependent on the goals, principles and scruples of the organization. The goal to effective friendraising is to provide an outcome that the community won't let subside. To do this, a non-profit's support system must consist of an "army of friends, an army of support. Those friendships are the key to building sustainable efforts to improve the quality of life in our communities".^{[\[2\]](#)}

What Why How

THE ART OF DONOR CULTIVATION AND FRIENDRAISING

In this session we will explore **the Art of Donor Cultivation and Friendraising**.

"Friend raising" is the precursor to fundraising. We believe that charities often mistakenly begin their campaigns with solicitation. Rather, we encourage you to fully engage a prospect before requesting their support. This session will help you to learn how to maximize gifts through the art of friend raising by exploring the following ideas:

- "We all know how to make friends..."
- The prospect cultivation cycle
- Identifying the best prospects
- Prospect identification and research
- Prospect rating
- Cultivating major gifts
- Why people give
- Starting the process

Originated from donor fundraising

What Why How

What FriendRaising is:

- Relationships
- Networking
- Mutual benefit
- Creating change together



What

Why

How

What Friend Raising is not:

- A tool for leveraging fundraising
- A channel for revenue generation



What Why How



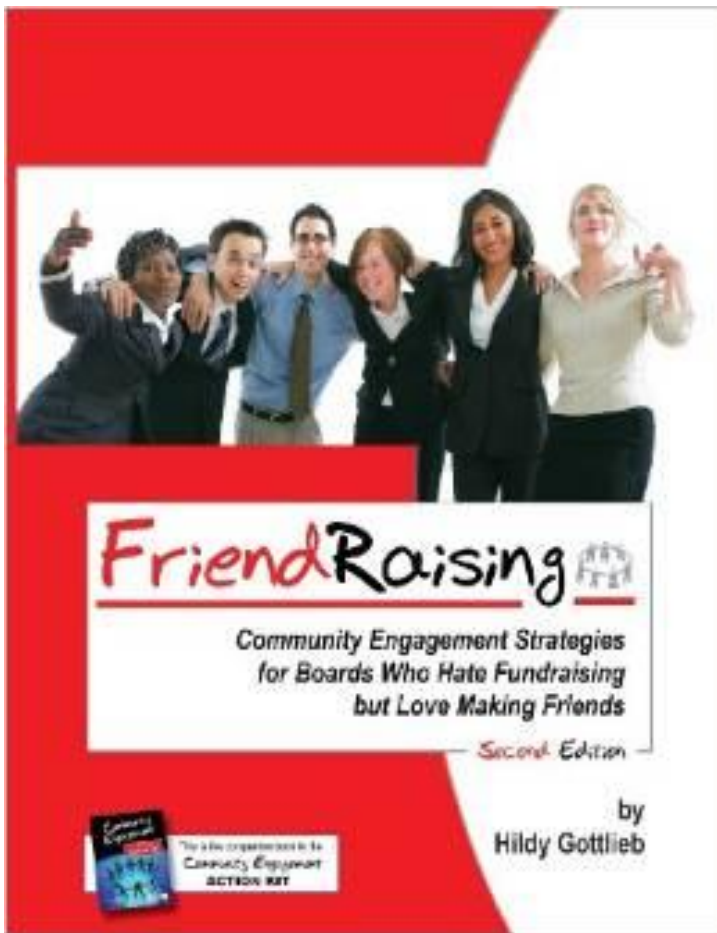
If it's not mutual then its not FriendRaising

What Why How

Shifting the mind-set from funding for the organisation
to fundraising for the cause



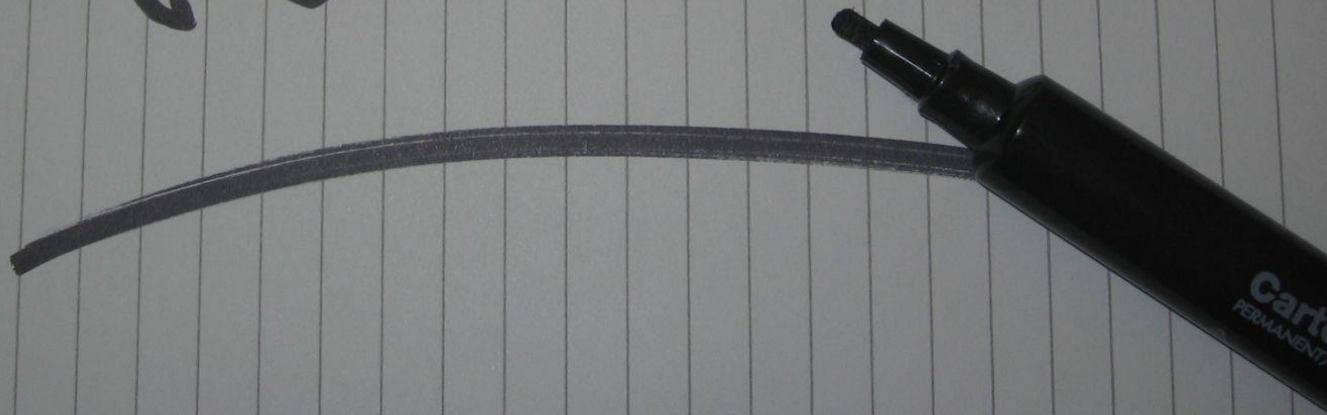
What Why How



“The only road to sustainability is to engage the community in your work, to turn that community into an army of friends achieving something amazing together, spreading the roots of ownership of your mission and vision throughout the community, so the community would not dream of letting that mission die.”

What Why How

Questions?



Friends can provide:

- Time
- Ideas
- Wisdom
- Advocacy
- Promotion
- Reputation
- In-kind gifts
- Involvement
- Other friends



Photo by Julien Mailler



“Sometimes me thinks *what is a friend?*”

And then me say “*Friend is someone to share the last cookie with*”

What Why How

Creating a Product Called Impact

“The social capital market has created a different reason for nonprofits to measure impact: its not about counting, its about convincing. In this new market, nonprofits are motivated to measure their impact to demonstrate “value” created for existing stakeholders and influence the resource allocation decisions of prospective stakeholders. Measuring impact in his way is about demonstrating that a non-profit is making a meaningful contribution to outcomes – both social and economic – that stakeholders highly value”

(Saul, 2011)

What Why How

Finding Friends 1.



- Who cares most if we succeed or fail?
- Who has a vested interest in our success?
- Who influences our strategy or agenda?
- To whom must we report our results?

(Saul, 2011)

What Why How

Finding Friends 2



Finding Friends 3

The
Cause

High interest in cause	High Interest in the cause
Low interest in you	High Interest in you
Low interest in the cause	Low interest in the cause
Low interest in you	High interest in you

You

What Why How

What do we each bring to the partnership?	Us ✓	Them ✓
Other key stakeholder relationships:		
Reputation		
Champion		
Political clout		
Financial Resources		
Mission–Related Resources		
Brand		
Physical resources		
Human resources		
Relational Resource		

What Why How

Appreciative Inquiry



What the person did that made it a success



What success looks like



What values lie behind the story

What Why How

Sandy Thompson

Unitec Graduate Diploma in Not for Profit Management

sthompson@unitec.ac.nz

0225726398