

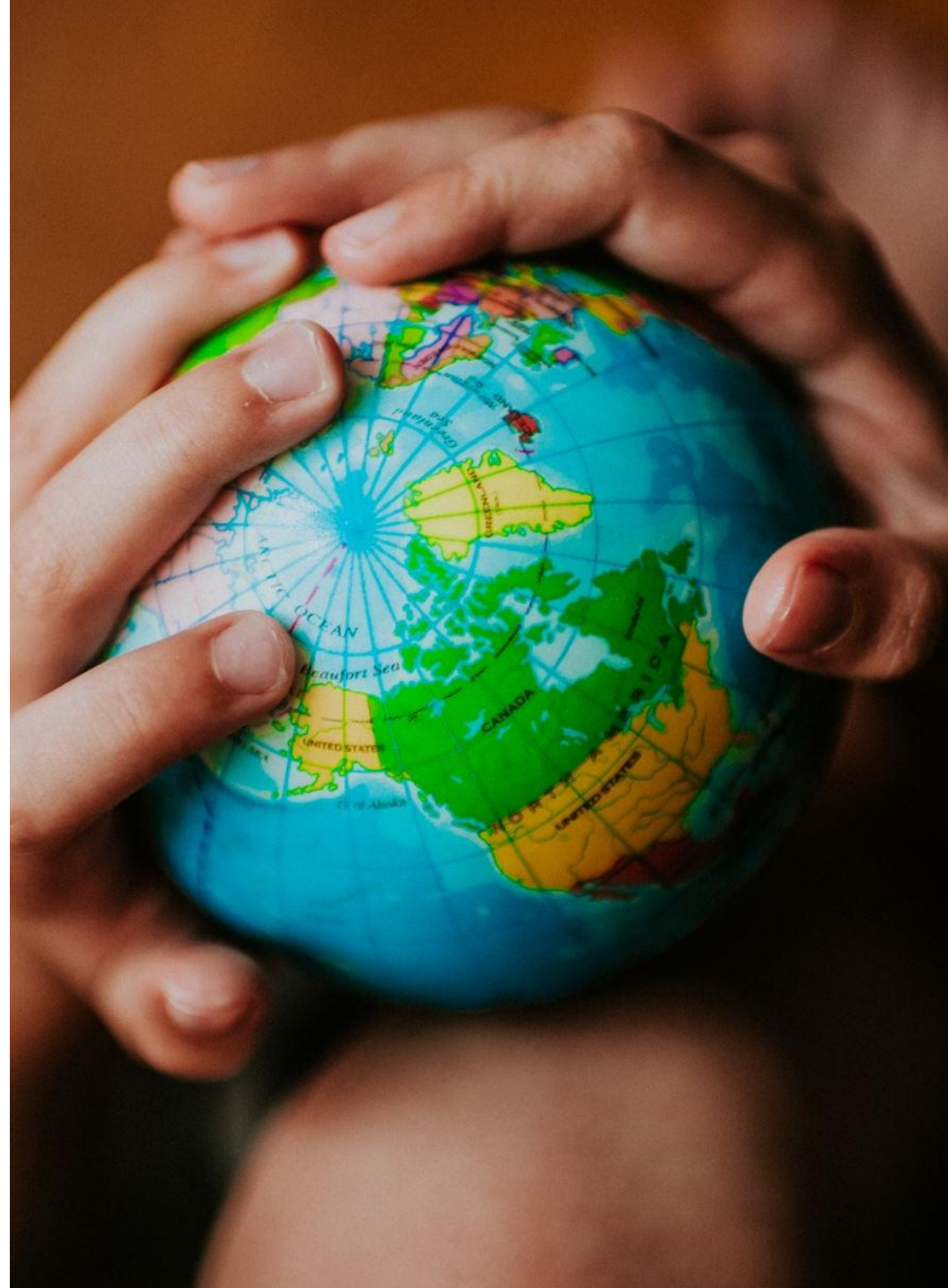


The Value of Networks – starting the journey to sustainability

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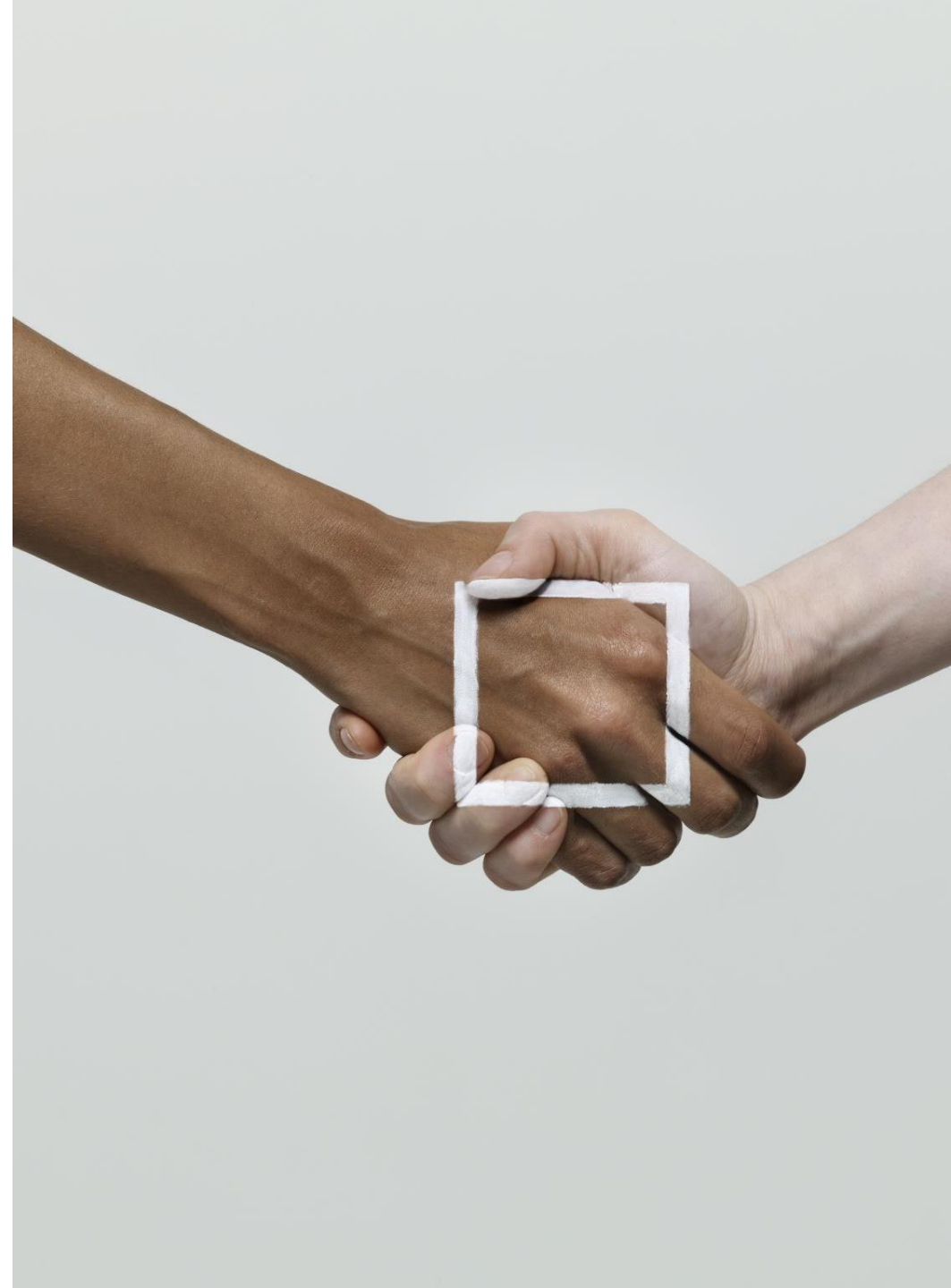
The starting point to sustainability..

- **Recognising that you are all in vastly different positions around the world, facing difficult cultures with different levels of support, and different approaches to giving.**
- **But we need to start somewhere....**
- **First lesson – people give to people**
- **Donors will donate because of the relationship you have with them**



Did you know?

- **On Average people need to see your brand 7 times before making a decision to support you.**
- **80% of sales require 5 follow ups**
- **72% of people first impressions are influenced by your handshake**
- **Plus face-to-face communication is 24% more likely results in engaging a customer/donor**
- **40% of prospects become customers after a face-to-face meeting as compared with 16%**
- **27% of current business can be lost without face-to-face**



But... don't get disheartened!

Help is on hand !



The Value of Networks

First identify the types of networks you have...

- **Board members**
- **Donors – Shipping, Church, individuals**
- **Beneficiaries**
- **Colleagues**
- **Associations you belong to**
- **Organisations you come into contact with**
- **Past associations – university, college or training academy**
- **Check out Facebook, Linked in and your other online friends**



Then list the people you know in these networks...

And you will find you know more people than you thought...



Next Steps...

- **Prepare your Case for Support.. (What, Why, When and Where)**
 - This can be a word document or a brochure
 - Include why seafarers **NEED** help in your port or region
 - How you are responding to this need – ie what services you are running
 - How much money you need to run this service
 - Who are key existing funders?





Tell your
story...

- *Seafaring is a harsh and dangerous environment*

You all have amazing, powerful stories...

- *Having finished distributing our Christmas gifts onboard last month, we continue to give out small snack packs to each vessel we visit: to support crew who don't have the chance to go out and buy things for themselves, and also to help raise their spirits a little. It is amazing what impact something small and sweet can have upon them and as a result their mental attitude and ability to work and cope onboard. These packs are always much appreciated. We plan to continue this in the short term.*
- *We had a great visit with a bulk carrier. A Burmese officer reached out to us saying that his cousin who lives near Seattle wanted to visit him, but he could not get off his ship and she could not get into the port. Our team was able to meet the cousin and her husband, and escort them into Terminal 86, along with a full cart of Costco shopping orders and home cooked food. The officer and his cousin were excited to see each other, and the whole crew was grateful for the visit!*

Preparation and delivery...

- **Prepare your strategy**
 - Who are you going to ask...
 - How much will you ask for...
- **Gather your group together**
 - You can call this a Fundraising Committee ...
 - Present your Case for Support
 - Ask them if they will help access their networks
 - Ask them what realistically they think they can raise
 - What help do they need in raising this money.
 - Set a date for them to reconvene - to update and encourage each other



Church Networks

- Approach churches
 - Direct
 - Or via the Diocese
- Write something for their newsletter
- Ask them to
 - Do a special collection for you – Easter, Sea Sunday, Merchant Navy Day
 - Sea Sunday – materials provided
 - Allow you to speak/preach on a Sunday
 - Put a banner up



People give to
people



Do you know...

- 1) That some people have never given because they have never been asked...
- 2) Existing supporters are easier to approach for more...



Low hanging fruit...

- **The first place to start is your current supporters**
 - **Do you know who they are?**
 - **If not, how can you find them and document them?**
 - **Do you know how much they give?**
 - **Do you think they are willing to give more?**
 - **Have you asked them to give more – even just a little more?**



How many of you have...

- Prepared a fundraising strategy – however basic?
- Written a Case for Support?
- Analysed your networks?
- Made the ASK yourself for funds?
- Asked your networks for funds?
- Have a record of existing donors – however basic?
- How often do you ask your existing donors to give?
- How often do you ask them to give more.
- How often is too often...
- What is preventing you from doing any of these things?
- What help do you need?



Combination

- By meeting with your supporters and telling your stories, don't forget to end with the all-important ask...
 - Thank you for your donation, but do you think you could manage a little more each month, it would really help our work.
 - Do you think your church will be able to dedicate a collection for our ministry and work in the local area.
 - Do you think your company can make a regular annual donation to our work – it costs us \$X annually to keep our work going and we rely totally on voluntary donations.
 - We would be happy to have a photoshoot with you, take you ship-visiting, put a social media post out about your support.

Thank you



