



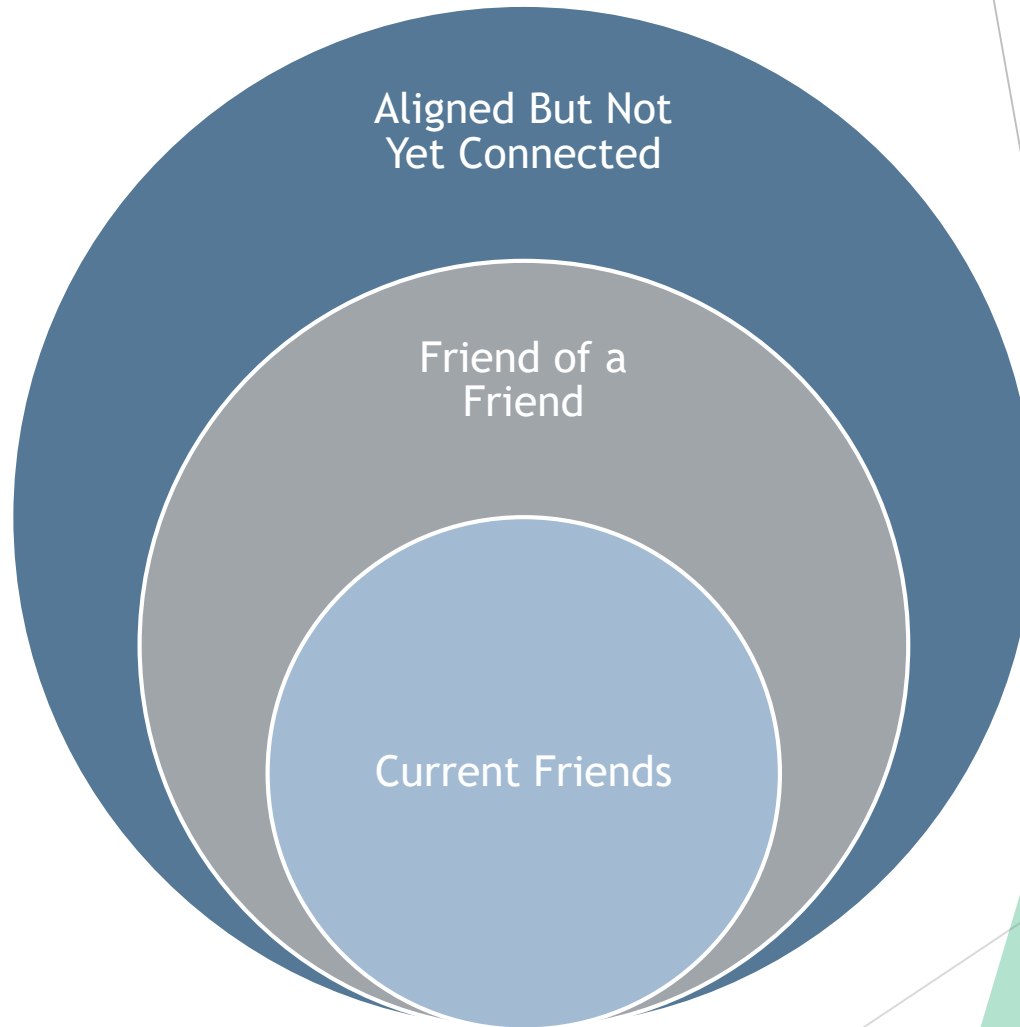
Making Connections

# Circles of Connection

The easiest connections to make are with existing partners and friends that are already familiar with the organization.

This exercise will focus on the next two circles – friends of friends and future connections – to expand our audience.

Friend-raising always comes before fundraising. Understanding how someone might be aligned is key to inviting someone to learn more.



# Making Connections

New supporters and friends require significant resources to attract. To effectively cultivate new friends, it's important to leverage existing connections.

One way to do this is to examine how your values and the values of your communities may overlap with the organization.



# Your Connection

**Take time to consider what brought you to Arbor Circle.**

What attracts you to the work of Arbor Circle?

Why have you chosen to support Arbor Circle in the myriad ways that you do as a board member?

What type of contribution feels the most meaningful to you (your time, your talents, your financial giving, or a combination?)



# Connecting the Dots

There are many ways for folks to plug in outside of board membership and financial gifts – and these buckets often overlap!

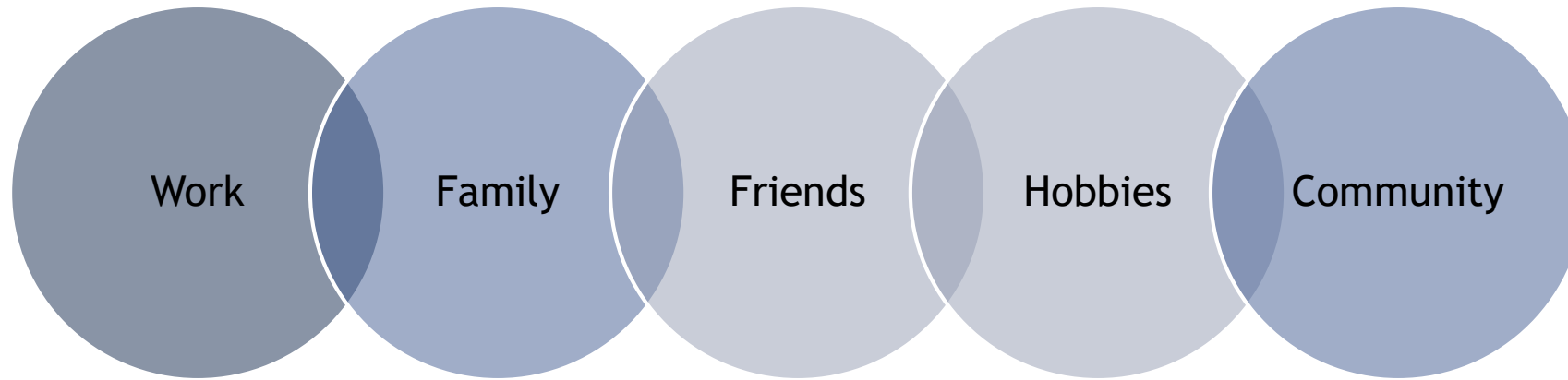
For example:

- 62% of charitable donors are also recent volunteers.\*
- 39% of volunteers support a nonprofit by volunteering before making a financial gift.\*

\*Fidelity Charitable, *The Role of Volunteering in Philanthropy*



# Circles of Connection



Using your own feelings about Arbor Circle as a guide, consider each of the circles above and write down 1-2 names of individuals or organizations that might be interested in learning more about Arbor Circle.



# Circles of Connection

**Bring us up:** If it makes sense in a conversation, share a bit about Arbor Circle and your role as a board member.

**Bring them in:** We love to meet folks! Staff are always happy to provide tours, to have coffee/lunch with new friends, or simply share opportunities with anyone you connect us with.

**Bring us to them:** If you find yourself able to share our opportunities with folks directly (i.e., sponsorship) please do! Opportunities are available on the [Give and Get involved page](#) of our website (of course, you can always email me!). We can also join you at events or other gatherings to help represent Arbor Circle to new groups of folks.

