

# NETWORKING



Networking is about building relationships, not making immediate asks. Effective networking focuses on connection, shared interests, and understanding rather than quantity of contacts.

Successful networking is intentional and prepared. It involves listening, asking questions, and clearly explaining what your organisation does in a way that feels natural and relevant. Strong connections are built through authenticity and mutual interest, not pressure.

For fundraisers, networking can open doors to partnerships, support, and advocacy over time. When approached thoughtfully, it becomes a valuable way to raise awareness, build trust, and create opportunities that align with the charity's mission.

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If you want to learn more about how Good Fundraising could help, please contact [info@gfco.uk](mailto:info@gfco.uk)

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