



By Mike Kiedrowski, CEO MJK Consulting

Donor-Grantee Symmetry

African Fundraising Seminar Tour
October 6-10, 2008
Abuja, Nigeria



Four Key Relationships

- **Internal Relations**
- **Relationship with community**
- **Relationship with constituents**
- **Relationship with volunteers**



Relationships With Constituents

- **Bring your friends closer**
- **Become more knowledgeable**
- **Ultimately becoming a volunteer and donor**



Who are your Constituents

- **Users of your service**
- **Donors**
- **Prospective donors**
- **Volunteers**
- **Vendors**



Other Constituents

- **Families, friends of your users & donors**
- **Local media and politicians**
- **Other community decision makers**



Donors have deep reasons

- **Consider hearts and minds of the donor**
- **They may not use your product, but believe deeply in your mission**
- **Find the common bond between our constituents and your organization**
- **Create a mutually beneficial exchange**
- **Do what you promise!**



Why donors give?

- **They want to leave a legacy which will carry their values on to their loved ones and to their community/charity they love.**

Conclusion

- **A donor is more important than a donation.**
- **Relationship building leads up to an ask.**

Summary

**Tell your story
and ask for
support!**