## Why?

* To monitor the use of our resources
* To monitor how activities may have changed
* To check and influence the quality of the work
* To gain profile
* To assess the possibility of future co-operation
* To be able to ask questions and get to know the beneficiaries
* To make contacts for possible future work
* To learn
* To find a market for our products and services

# YOU

#### Handout 6.4:

#### The Hows and Whys

**of**

**Relationships with Donors**

# DONOR

### How?

* Invite them to events
* Invite them to field visits and workshops
* Invite them to meetings
* Send them progress reports and evaluations on time
* Send them annual reports and accounts
* Provide interesting information and pictures
* Send them publications and that meet their interests and level of understanding
* Visit them to provide updates
* Be honest about progress
* Ask them for advice and information
* Use their publications/products in our work
* Include their logos and acknowledge their contributions
* Organise joint research and events

**How?**

* Visit the project
* Go on field visits and workshops when we have enough time
* Invited to attend key meetings on issues of concern
* Receive progress reports and updates
* See our logo used
* Have our name mentioned in activities and events
* See our posters being used
* Asked for input and advice in reports

# Why?

* To gain their trust
* To show them how their resources are being used
* To build up a relationship so that further resources may be provided
* To show off our work
* To gain supportive technical input
* To promote their understanding of the real issues
* To encourage them to fund others to do the same (replication)
* So that they understand when things are delayed, don’t work or deviate from the budget
* To give them publicity