Relationship Mapping Is About Making Connections
Small World Experiment
6 Degrees of Kevin Bacon

http://adland.tv/commercials/visa-6-degrees-kevin-bacon-2002-30-usa
What’s wrong with this picture?

- Even if I am connected by six jumps, I may not know the path.
- Even if I can find the path, the clerk still isn’t going to take my check.
- If the path is more than one or two jumps, it probably won’t be influential.
Applications For 6 Degrees Analysis

- Pre-made databases
  - Muckety
  - MarketVisual
  - See also relationshipmapreviews.com for other examples

- Do it yourself
  - ThinkMap
  - TouchGraph
Applications:

- Muckety.com
- From their website: “We create interactive maps showing relationships among people, companies and organizations with greatest clout”
- Info gathered from online databases and news sources
- Free
- Search screen
- Results screen
- Map
Applications:

- As with Muckety, MV uses business databases and news research to compile relationship maps
- Map
Applications: Do it yourself

- Databases with graphical relationship map displays
- Require strong database skills to implement
- You entities (nodes) and link them to each other through the database
Relationship Mapping Is About Influence and Authority

- Who has the greatest influence? Not necessarily the richest or the smartest.
Dr. Xavier’s Relationships
Wolverine’s Relationships
Using A Relationship Map

- There is more to authority and influence than position in a network, but...

- If you want to get a message out quickly or influence many people, you might not go with the supposed leader
TouchGraph Facebook App
A Trust Network

- We tend to trust those who are trusted by someone we already trust
- Highly connected people may be able to provide good information and open doors
- Adds a new twist to peer screening
The Kite Diagram
Centrality

- **Degree Centrality** – Diane has a high number of connections
- **Betweenness Centrality** – Heather has the shortest connection between two constituencies
- **Closeness Centrality** – Fernando and Garth have the fewest jumps to all other members
TouchGraph Facebook App
How Does This Help?

- It is important to know the first & second level connections of your best prospects.
- It is equally important to know where they fit into a larger trust network.
- Who among your board members and key volunteers has the highest level of betweenness and closeness centrality to your best prospects?
Case Study: The Plan

- Marketing consultant Bruce Segal reports here: http://www.marketingexecutives.biz/Social-Network-Analysis-Reveals-Hidden-Gems-and-Landmines-How-One-Institution-Used-LinkedIn-To-Identify-Good-Prospective-Donor

- Study concerns a university constituency
- Step 1: Searched LinkedIn for alumni
- Step 2: Segmented LinkedIn alumni by affinity and mapped connections
- Step 3: Updated their info systems from LinkedIn
- Step 4: Used the refined list to make confidential approaches to most connected constituents
Case Study: The Result

- School found a large number of prospects to approach for medium to large donations
- Discovered previously unknown prospects
- Prioritized known prospects that might have been skipped
- Revealed “landmines” of alumni to avoid
Conclusions

- Relationship mapping is an important component of prospect research.
- 6-degrees style databases may require a paid subscription.
- Discovering patterns of influence and authority requires more than a subscription.
- Strong database skills are recommended!