



**Strategic framework for managing a “new tech” style relationship**

<b>Strategic Status</b>	<b>Example of activity</b>	<b>Relationship Status</b>	<b>Relationship Term</b>
Low commitment	Contact on social networking site	Share same viewpoint happy to “wear a badge in front of others”	Suspect
Starting a relationship	Share data directly with your organization	Being known to you and knowing of your work matters	Prospect
Made a commitment	Take action to support the work of your organization	Taking part in something matters because it helps achieve a result	Supporter
Financially involved	Donated \$\$ as a way of supporting your organization	Donating matters because it helps achieve a result	Donor
Financially committed	Regular \$\$ donor to your organization	Committing to make regular donations matters because it helps achieve a better result	Regular Giver

Factors for successful relationship management:

- 1) Data – provides you with memory of whom someone is, and what their relationship status is. It I what provides you with your etiquette.
- 2) Speed – just like your personal relationships not everyone will move at the same speed! Don’t ignore anyone who doesn’t immediately change their relationship status.
- 3) Segment – because of “speed” you must carefully segment.
- 4) WYE – find good reasons to communicate regularly with people at all stages of relationship. Always ask yourself “WHAT”S YOUR EXCUSE?” for getting in touch this time, and the next. Make yourself create compelling messages otherwise your relationships will go stale.