**Building Strong Fundraising Relationships: It's More Than Just Asking for Money**   
  
We all know that securing funding is essential for organisations to thrive. However, it's crucial to remember that your relationship with funders should be more than just a transactional "Hey, I need money" interaction.  
  
Funders partner with qualified and appropriate organisations not solely to fund them, but to fulfil their own funding goals. Often geographically based but also those that operate in the same sphere!  
  
It's vital to understand that funding agencies have their objectives and missions. They seek to make a positive impact through strategic partnerships with organisations that align with their goals. If we only approach them when we need financial support, we miss the opportunity to cultivate a deeper, mutually beneficial relationship.  
  
Here are a few things to keep in mind:  
  
Cultivate Relationships: Reach out to your funders regularly, not just when it's time to ask for money. Make them feel like valued partners, not just check-writers.

Inspire and Engage: Share your organisation's successes and stories that resonate with their values. Show them the real-world impact of their support. Inspire them to be passionate advocates for your cause.  
  
Go beyond money: Seek opportunities beyond financial support. Can they provide expertise, connections, or resources that can help your organization grow and succeed?