

MY FRIENDS...

HOW THE ELITE CONNECT IN BRITAIN

A REPORT BY FACTARY

SEPTEMBER 2013

INTRODUCTION

At Factory we have been researching networks of contacts since the early 1990s. We revolutionised our research when we launched **Factory Atom** in November 2012, the first network mapping designed expressly for the non-profit sector.

What does this new network research show us? It shows us that you can turn **one prospect into 164**.

How? On average, each prospect has 164 connections via 83 companies, 29 charities and 9 clubs. Companies, charities, clubs, school and university, family and friends, hobbies and interests are all relevant to making connections.

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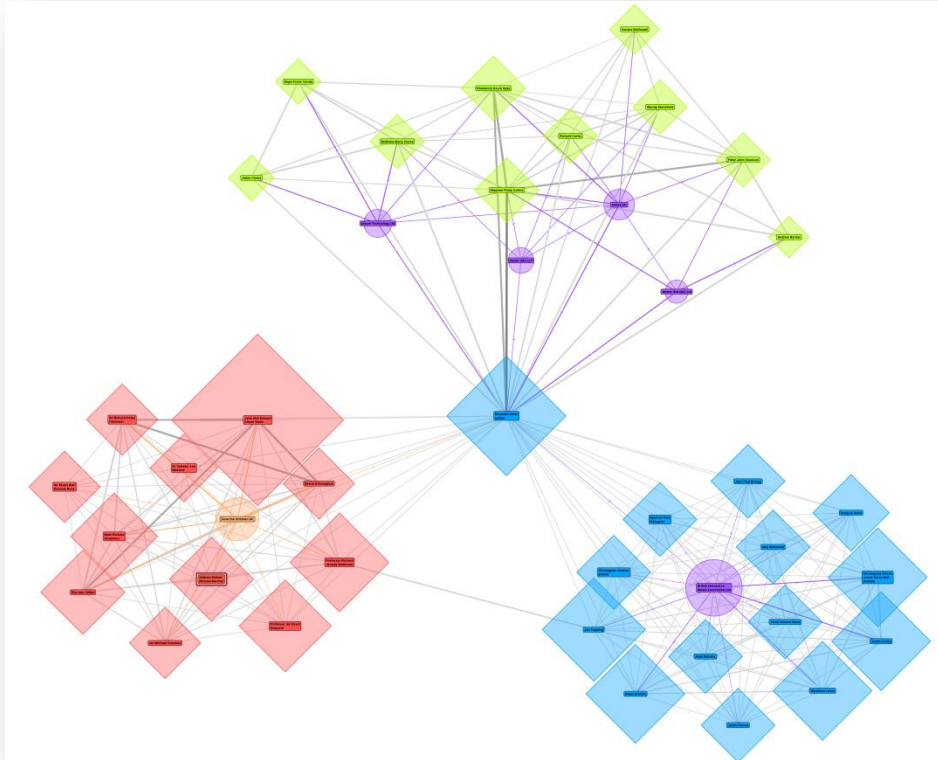
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FACTORY ATOM - BACKGROUND

Atom is Factory's connections research and network mapping service.



A Factory Atom connections network

We developed Factory Atom because we wanted to be able to picture connections between prospects. We wanted maps that showed real relationships between a non-profit and a philanthropist. And we wanted to offer clients bespoke maps - maps showing **their** circle of contacts, without the clutter of useless links.

We needed verifiable information that a fundraiser could explain to a prospect, so that when Mrs Elite asks how we discovered that she knows Mr Rich we can say clearly "We saw that you and Mr Rich were both directors at Media Enterprises plc between 1993 and 1998..."

And we wanted to avoid the pitfalls of the social media; just because Stephen Fry has 6m followers on Twitter does not mean that he actually **knows** these people.

So for Factory Atom we focus on connections via business, charities, governmental positions, universities and schools/colleges, and friends or family. This information is date-stamped, so that we know over which period a person worked at a specific company, and therefore whether she coincided with others. We also draw on public domain information about clubs and hobbies.

We gather information on parent organisations, so that we can show the network of connections between companies, charities and educational organisations. This is useful for **due diligence** research, to show the wider affiliations of a prospect, and for showing indirect connections between prospects; not just who they know but who they could potentially connect to on your behalf.

DATA

For the following analysis we used Factory Atom records drawn from a series of research projects carried out by Factory since we launched the service in November 2012.

Two notes of caution. First, these are very early results. We've been researching prospects using Factory Atom for just 10 months, so the data behind the research is still slim. And second, these are results based on our clients' projects and needs; this is not, emphatically not, a representative sample of people in Britain.

RESULTS

For each person we have researched we have identified an average of 163.6 verifiable connections, using public-domain information.

MY BUSINESS FRIENDS

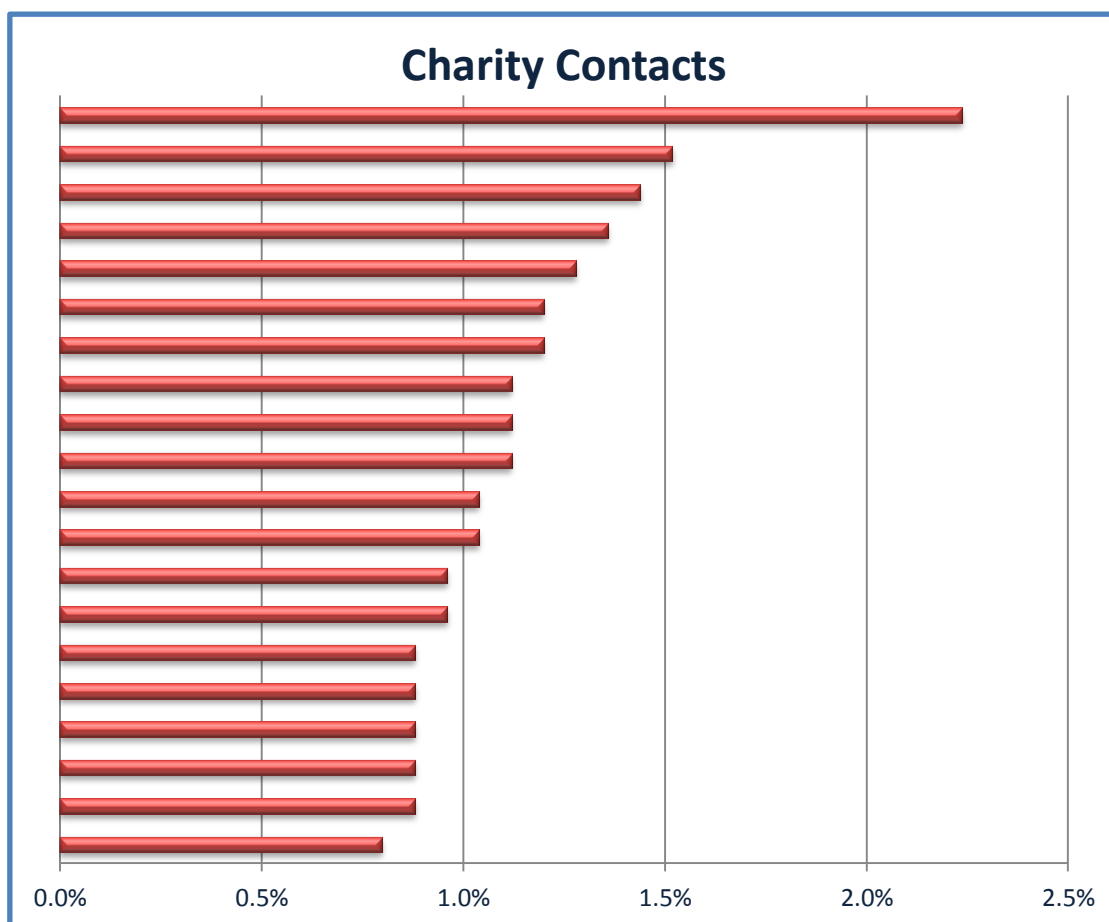
Half of these connections come from shared company board positions. These are strong, highly likely connections where people who have worked together for at least a year know each other.

Amongst the top twenty most-connecting companiesⁱ are nine financial firms, three extractive industry firms, two media companies and three legal firms – solicitors and a well-known barristers' chambers.

This data is still at an early stage so it will be interesting to see whether this pattern continues into future projects. If it does it will confirm the long-held fundraising belief that the City is the place to be. Financial firms appear to provide the wide networking opportunities that these leading prospects seek. The inclusion of barristers' chambers in our top 20 is also interesting; leading chambers are key connections nodes.

MY CHARITY FRIENDS

Charities have many ways of linking people, as trustees, on committees or as Patrons. Charities provide just under a fifth (18%) of each individual's connections, so they are an important part of network research.

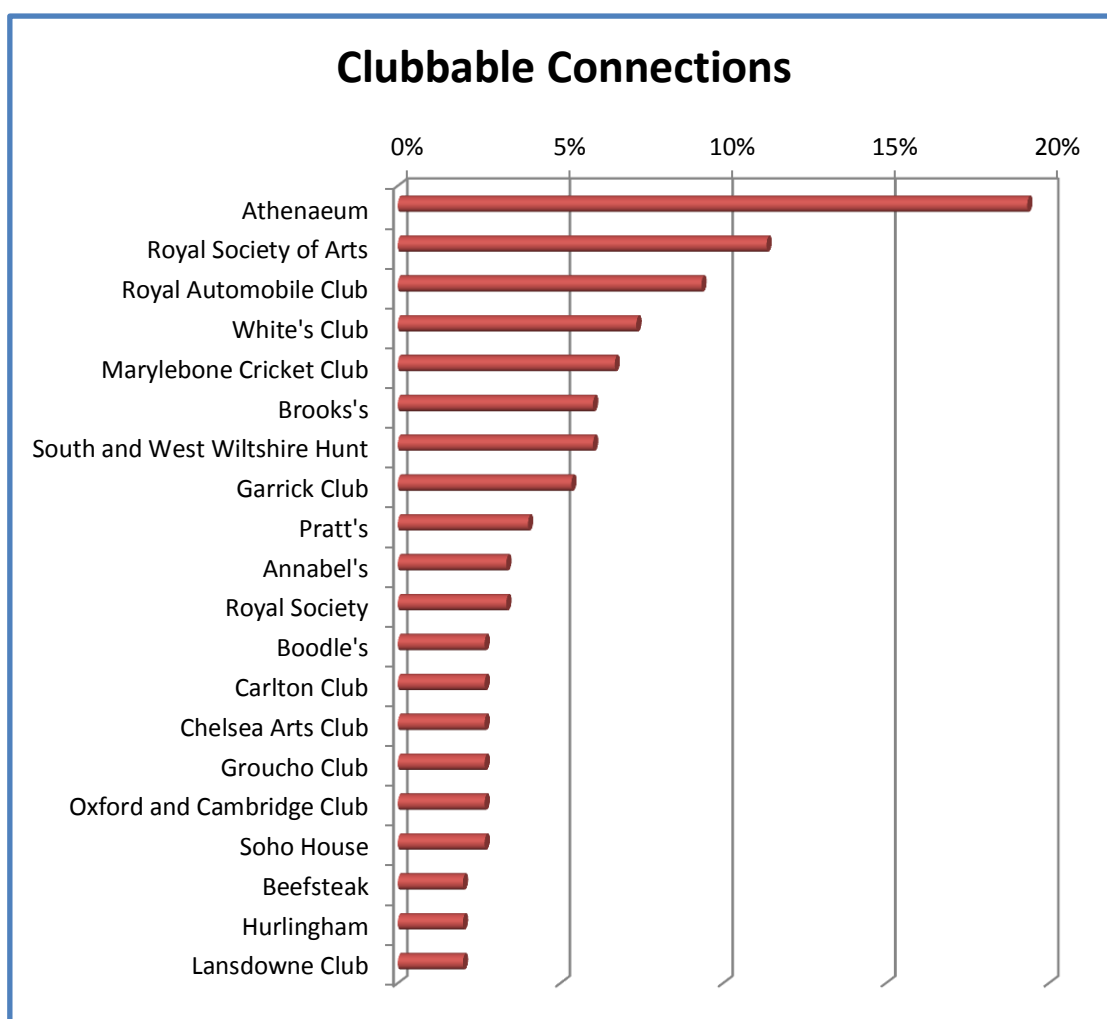


The graph shows the percentage of charity contacts made via 20 UK charitiesⁱⁱ. The leading charity in this set has built a strong network of contacts via active boards and committees, and generates twice as many leads as the average amongst this top-20 group. It is a highly influential environmental organisation, but not the biggest brand-name in the UK.

Four grant-making trusts/foundations are amongst the top twenty most-connected charities. These have long been the focus of prospect researchers' attention, because we know them to be valuable networking nodes. This data illustrates why it is so important to link trust and foundation fundraising to "major donor" fundraising; you are talking to the same people.

MY FRIENDS AT THE CLUB

The London Clubs are, still, the places to meet the elite. And if you must choose a club, choose the Athenaeum. This London club has the distinction of linking more people in our data than any other in the UK, almost twice as many as its nearest rivals, the RSA and the RAC.

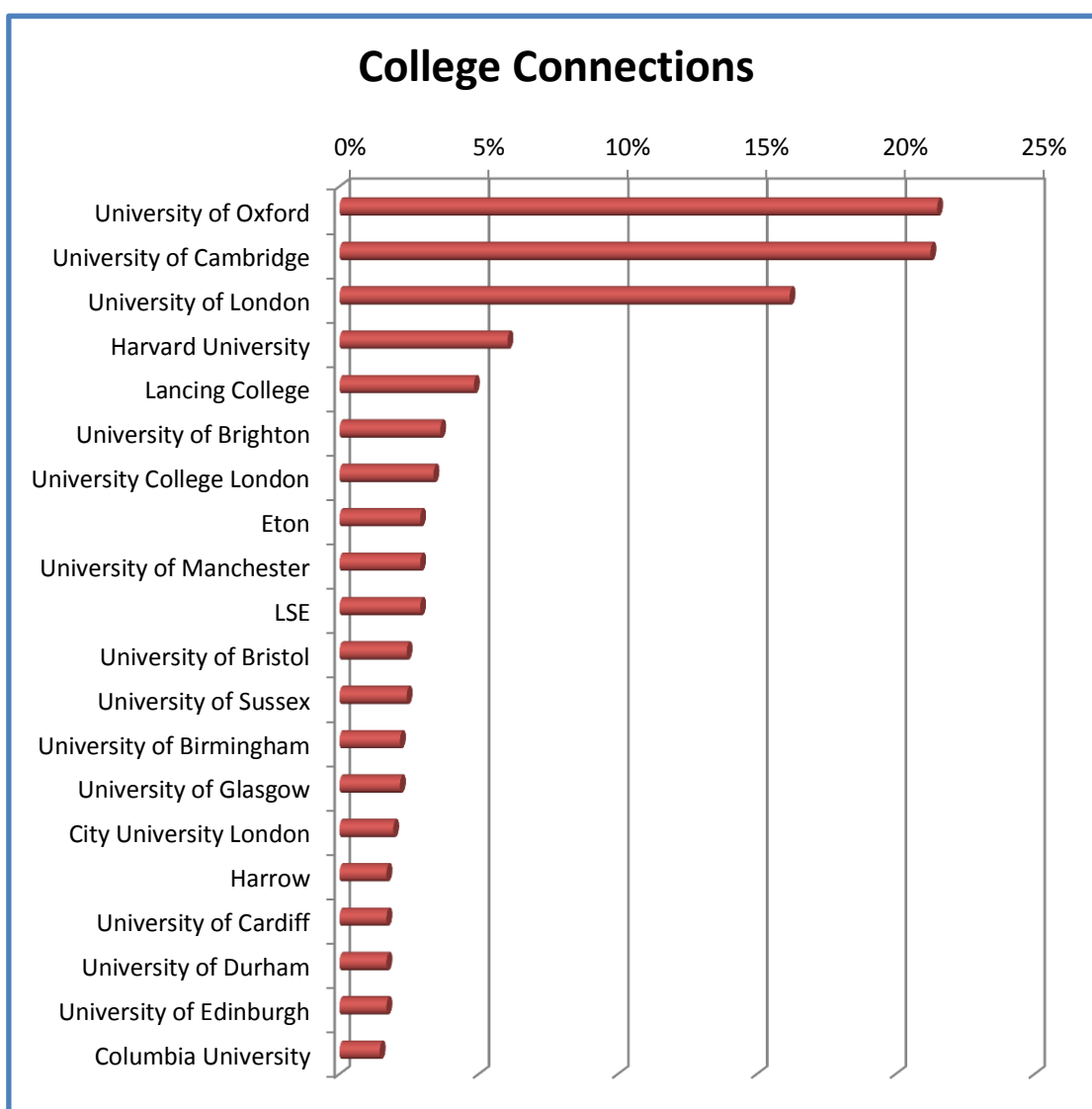


The graph shows the percentage of all contacts made via clubs.

For a segment of the UK elite, the London clubs are a place to meet people of influence. Fundraisers ignore the power of the London Clubs at their peril.

MY COLLEGE FRIENDS

If your aim is to meet people, pick a leading UK university. Oxford and Cambridge dominate our research into how the UK elite connect. These two universities provide one in eight of all the educational connections so far identified in our research.



Alumni Connections

The graph shows the percentage of charity contacts made via 20 educational institutions of which three are schools – Lancing College, Eton and Harrow.

The international nature of connections is clear from this graphic – Harvard and Columbia both feature in our top 20 educational nodes. Stanford, the French business school INSEAD and the University of Pennsylvania all reach the top 40. Our elite segment is a highly mobile, international group; this finding emphasises again the importance of international research capacity when reviewing UK prospects.

MY FAMILY

Family links are strong indicators that two people know each other. In our research, the most frequent relationship identified is via marriage, with siblings being the second most frequent.

I'M INTERESTED IN YOU

Connections via interests and hobbies are incidental; just because the most commonly shared interest in our research is music does not mean that any two music-lovers will know each other. It does have another fundraising implication, which is to identify interests that elite prospects share and which could be the basis of a successful fundraising event or meeting point. Golf, skiing, football, sailing, tennis and theatre are all amongst these top interests, with wine, opera, rugby and cooking in the top 20.

Participative sports feature heavily amongst leading interests, with triathlon, cycling and horse riding high in the list.

And then there are the interests that do not make you friends. Amongst these are "Junk shops", "Lagavulin Whisky", "Byzantium" and that most select of personal interests "collecting ties with Mickey Mouse motifs."

SUMMARY

Our research shows that amongst verifiable connections that can be used in a fundraising setting, companies are a key source of information, with half of our sample being connected via companies. But a companies-only approach to connections is not enough, because conversely half our sample is connected via other routes. Charities provide a strong connection node, as does shared time at university or school. Clubs, especially the London clubs, are still an important node, and other connections are made via shared Government committees, family connections and some hobbies.

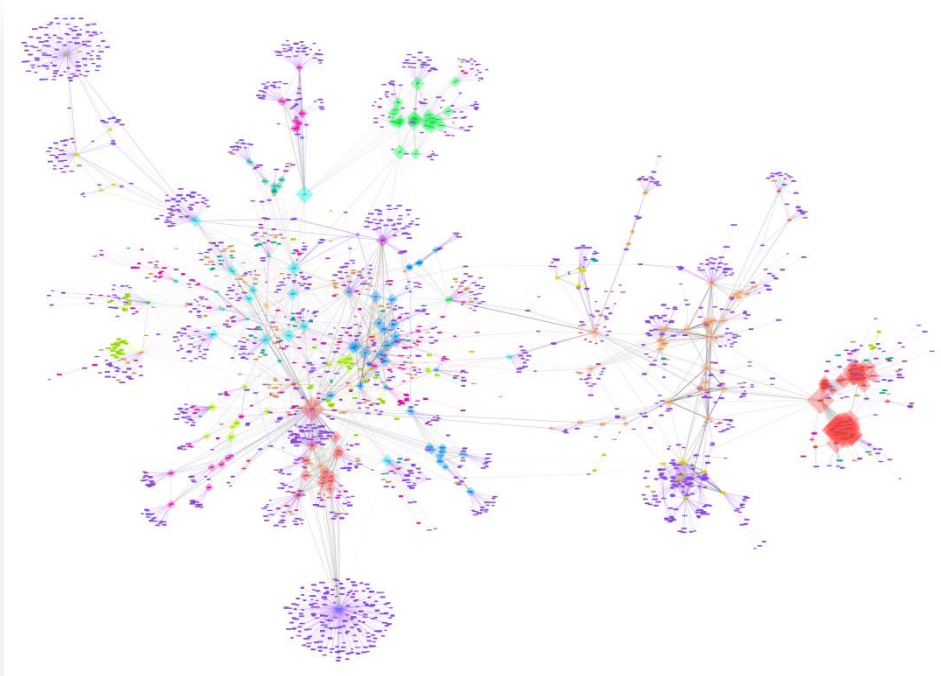
CONNECTIONS RESEARCH, AND FUNDRAISING

People give to people; knowing people is central to fundraising. Connections research helps you find out who you know, and who they know. Connections research can lead directly to a contact – open a door that would otherwise have remained closed.

Connections research illustrates the importance of joined-up fundraising. If your corporate team, your trusts/foundations team and your major donor team are not sharing information and a database then you are missing out on a wealth of opportunities.

And connections research is special for another reason; it is what distinguishes your organisation from any other. Your specific pattern of connections will not occur in any other organisation, anywhere, because your combination of people, and thus your connections, are unique. **Connections research finds unique opportunities for your organisation.**

Connections maps like this...



...can transform your fundraising or campaigning. By illustrating the routes to reach a specific prospect or helping you find links to a campaign target or lobby group, Factory Atom makes it easy to compare approaches and pick the best. By linking people Factory Atom helps you find strategic groups for specific fundraising programmes.

Factory Atom is available online or as static maps. Online, Factory Atom gives you control over what you see, so that you can test approach strategies for prospects or focus on specific target groups. **Ask us for an online demonstration.** Call +44 (0)117 916 6740, or email Shaun Gardiner, shaun@factory.com for details.

ⁱ We don't name companies and charities in this report because to do so might compromise our clients' confidentiality.

ⁱⁱ We have excluded Patrons from this data because some charities have extensive Patrons lists where the likelihood of two Patrons knowing each other is limited.