

Strategies for Securing Co-Applicants (or Subrecipients)

- Share a project 1-pager
- How to make a catchy initial ask
 - Same as above
- How to lock in their participation
 - Do your research and stoke their imagination, take 2: solid preparation gets the worm
 - Follow up and follow through is key: Demonstrate your value in ways that builds trust
 - Follow all calls with a richly informative email with links to everything they could need
 - Follow emails with a call or text to build the relationship and to get temperature check
 - Create a sounding board (or input/feedback space) on WhatsApp
- Build your relationship with every step you take
 - Always give give give before you ask for something from your partners
 - Ask good questions and take detailed notes; show you care; remember what they say