**Local Capacity Strengthening for Response Project (LCS4R)**

**DONOR MAPPING EXERCISE – FUNDRAISING**

**Identifying Stakeholders, Donors and Prospects**

**What to know:**

* You are likely already looking for Requests for Proposals (RFPs) related to grants focusing on your program areas or geographic areas where you work for funds but are also looking to expand and/or diversify your fundraising for ongoing funding that is so critical for an organization’s long-term sustainability.
* Mapping your donors and prioritizing them will help you strategize and focus your time and energy on funding opportunities that fit with your organizational priorities and for which you have the capacity to be competitive.

Once you start compiling this information, you will have an idea of:

* Which prospects can be explored further through research.
* Where prospects fall on the list in terms of priority based on the criteria you set.
* Which opportunities are low-hanging fruit and need immediate attention.
* What sort of timeline your short-term/long-term outreach and donor journeys you should develop for each, and so on.

**What to do:**

**Consider your donor landscape across diverse program areas and funding sectors and respond to these questions:**

* Which organizations currently provide funding?
* Which organizations support your work in ways other than direct grants? For example, donations, gifts-in-kind, volunteer support, partnership on program opportunities.
* Where are the opportunities to grow and expand?
* Are you aware of other NNGOs working in the same sector/ geography that you can research to find out who their donors are?
* Do you know of any online directories or databases to help you search for this information?

**Brainstorm and make a list of all of the current or lapsed (organizations which funded you in the past but no current projects) donors and partners with which your organization has an existing relationship which could be expanded and deepened.**

**\*Also include potential donors and stakeholders you might wish to cultivate and engage and/or which your organization could leverage to strengthen existing relationships or cultivate new ones.**

**All** ideas are worthy (the sky is the limit at this point in the process), so list them all. *Feel free to use the table provided at the end of this document, if you find it helpful.*

**INITIAL BRAINSTORMING FOR DONOR MAPPING PURPOSES**

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| **STAKEHOLDERS AND NETWORKS** | **Current** | **Lapsed** | **Prospective** |
| **Local Government Entities** |  |  |  |
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| **Foreign Government Entities** |  |  |  |
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| **Academic Institutions** |  |  |  |
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| **Local Businesses** |  |  |  |
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| **Community Groups** |  |  |  |
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| **Individuals** |  |  |  |
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