



**Realtime Insights**

# DONOR MAPPING TOOL

**Introduction to Donor  
Mapping**



Contact Us  
**+(254) 790 410 139**



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Donor mapping is the process of finding out the donors whose vision and mission are in alignment with yours and hence are more likely to fund your work.

The donor mapping exercise provides an opportunity to critically analyze the donor profiles and strategies and provide targeted information about the donors. It involves finding out the donors who have i)



Linkages, Interests and ability to fund our work and ii) whose vision and mission are in alignment with ours and hence are more likely to fund your work.

Donor mapping helps us to answer the following question: Which donors are worth further research and pursuing?



# Use Table 1 to identify institutional donor prospects and table one for Individual prospects.



Define the Goal and Scope: Clearly outline the specific needs and objectives of the funding.



Identify Potential Donor Profiles: Determine the characteristics and preferences of potential donors.



Research and List Potential Donors: Use various tools and resources to compile a list of potential donors.



Retaining the talent and also developing the organization



Qualify Donors: Evaluate how well potential donors' interests align with your project's goals.



**Develop an Engagement Strategy:** Plan the approach for reaching out and engaging with potential donors.



**Track and Evaluate Progress:** Implement a system for monitoring the success of your fundraising efforts and adjusting strategies as needed.

## Prospect Donor Mapping Tool for Institutions (Foundations, Corporates)

[illegible]

## Prospect Donor Mapping Tool for Individuals

[illegible]



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# Thank You

For Your Attention



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