

Realtime Insights

DONOR MAPPING TOOL

Introduction to Donor Mapping



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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 involes 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.





potential donors.

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



Develop an Engagement Strategy: Plan the approach for reaching out and engaging with

Prospect Donor Mapping Tool for Institutions (Foundations, Corporates)

| Name | Email address | Linkage Known by a Board Member/Volunte er/staff | Other s | Active in organizatio n events | Interes Missio n | ts Their priorities/strate gic goals align with ours | History of giving to other similar organisatio ns | Giving levels/fundi ng size | At Funding schedul e | oility Granting processes/cycl es | Key issues to note e.g complianc e | Other comment s | | | |
|-------------|------------------|--|------------|--------------------------------------|------------------------|--|--|-----------------------------------|-------------------------------|--|--|-----------------------|--|--|--|
| Corporates | | | | | | | | | | | | | | | |
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| Foundations | | | | | | | | | | | | | | | |
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| Prospect Donor Mapping Tool for Individuals | | | | | | | | | | | | | | | |
|---|---------------|---|------------------------|---|--------|---|---------------------------------------|----------------------------------|--------------|------------------------|-----------------|--|--------------------------|-----------------|---|
| Demographics | | | Linkage with the donor | | | | A | ffiliations a | and Interest | Ability | | | | | |
| Name | Email address | Age, race, gender, ethnicit y | Past Clien t | Known by a Board Member/Vol unteer/staff | Others | Active in organiza tion events | Active social media follower | Religio us Affiliat ion | Hobbie s | Political Interests | Membershi ps | History of giving to other similar organizatio ns | Evidence of Income | Time changes | Wealth markers - real estate , stocks etc |

Individuals

| 1. Mr. Almun | <u>Almun@Almun.co</u> m | 65 yrs, Female | Yes | No | participate d in the annual dinner | follows all our social media accounts and engages | Muslim | Playing Tennis | Not affiliated to politics | member of a Tennis Club | currently funding xxx | She is among the most wealthy people | All her children are adults and financially stable | owns several real estates |
|-----------------|----------------------------|-------------------|-----|----|---|---|--------|-------------------|----------------------------------|----------------------------|--------------------------|--|--|---------------------------------|
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Thank You

For Your Attention



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