

**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															
Foundations															



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





# Thank You

For Your Attention



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