

# How to get donor mapping right

What a good donor map looks like

# About us

- ✓ We help NGOs to be better funded, operate better and deploy smarter strategies
- ✓ A social enterprise with many services subsidised. Training is already free for partners.  
**In-person training is back!**



**Hande Akpınar**

Consultant

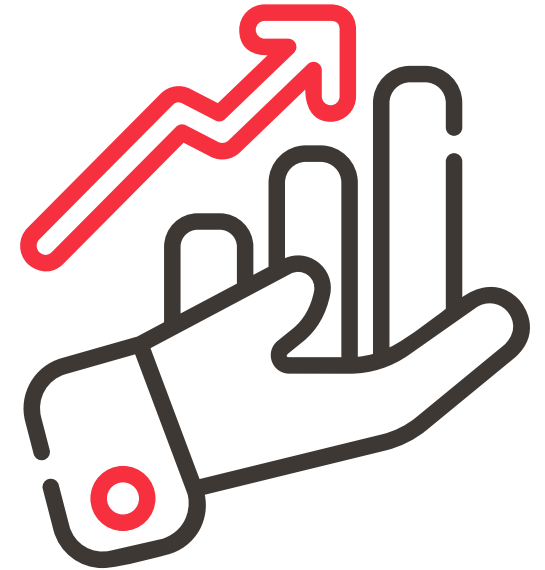
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# Talking points

- The Basics of NGO Funding
- Why Donor Map
- The Donor Mapping Process
- Using The Donor Map

# 5 Top Tips to building a Stable Income Stream

1. Diversification of funding and revenue streams. **Have a Funding Strategy**
2. Set minimum reserve level
3. Define minimum management fee to be recovered or gross margin
4. Set the parameters and stick to them!
5. Have a system to find and assess opportunities. Add surge capacity for intense times.



# Do we invest enough?

NGOs who achieve a high income growth each year spend between

**40 - 60 hours  
per month,  
per country**

on donor mapping and opportunity/engagement identification.

**This does not include bid writing or programme design.**

MzN research 2023, based on a survey of 53 NGO partners.

# Why Map Donors?

**A good donor map aligns your vision and mission with opportunities and funding bodies.**

A donor map aggregates donor information and gives an understanding of:

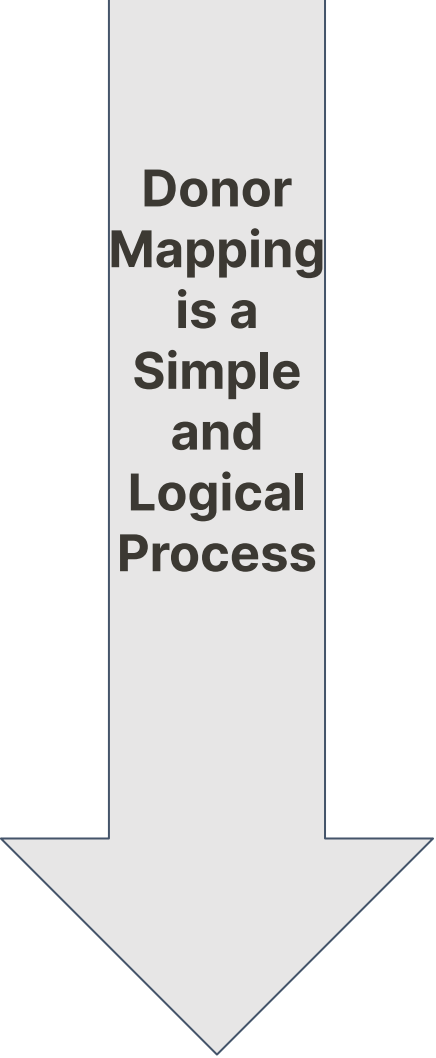
1. Which opportunities are suitable to be investigated further for detailed profiling and research
2. Which donors are high, medium or low priority as per parameters set by you
3. Prioritisation of opportunities, which donors or calls for proposal need immediate attention
4. Your organisational strategic plan - What your short-term and long-term prospects should be and how to best achieve them.

A good donor map is the difference between constantly trying to fund your NGO and strategic sustainable funding for your NGO.

# How to Donor Map?

Once you have defined your funding strategy - You should follow these simple steps:

1. **Build a Template** - A donor map needs to be a live accessible and interactive document (ideally cloud-based or on a platform).
2. **Understand your Parameters** - Donors have a range of criteria and eligibility standards. Your organisation has specific capabilities and a mission to fulfil. Make sure that both of those aspects are accounted for within your donor map. Time wasted on ineligible projects is de-motivational and costly.
3. **Research the Donors** - This is an exercise of strategic importance, the devil is often in the detail. Time spent conducting proper research builds effective prospect lists as well as avoids disappointment.
4. **Build a Prospect Table** - This is where you summarise and prioritise the opportunities identified by your research.



**Donor  
Mapping  
is a  
Simple  
and  
Logical  
Process**

# Build a Template and Set Parameters

1. It is important to understand who and what you are mapping! Your funding strategy should determine your organisational ambitions - The donor map should help identify which donor can help you fulfil those ambitions. **NOT THE OTHER WAY AROUND!**
2. Use a simple but accessible tool to build your template - a shared spreadsheet will do if updated weekly
3. Apply your priorities consistently - A coherent approach to donors based on their funding envelope, experience and capability requirements, as well as their requirements for certain local registrations is key.
4. Make sure that your mission drives the donor map, funding for fundings sake does not make a strong NGO.



# A few questions to consider when building a template



1. What is your short-term, medium-term and long-term funding target?
2. What is the target split? (unrestricted/restricted)
3. Which projects/programmes/thematic areas do you need funding for?
4. Which areas are new/innovative/might attract funding?
5. What are the no-go areas of your funding policies?
6. What type of donors are you looking for?
7. Which geographical areas do you seek funding for?

# Donor Research

There are a few main tools for donor research:

1. To research your existing donor agencies, partners and foundations.
2. To research your competitors and peers sources of funds.
3. To explore the NGO-donor organization common portals and databases.

Examples:

- [www.devex.com](http://www.devex.com)
- [www.FundsForNGOs.com](http://www.FundsForNGOs.com)
- [www.triple-funds.com](http://www.triple-funds.com)
- [www.unpartnerportal.com](http://www.unpartnerportal.com)
- [www.reliefweb.com](http://www.reliefweb.com) (more for tenders)

A combination of those three tools is often the best approach.

# Donor Map - The Prospect Table

- The prospect table is a living document - it needs revisiting regularly and actively managing. The table needs to be accessible - Digital & shared is Best!
- Prioritisation should be indicated in terms of active calls for proposals as well as overall potential long-term value.
- Prospects should be allocated to team members responsible for running that relationship.
- The prospect table is as much about long-term strategic networking as it is about the immediate opportunity.
- A stakeholder network mapping exercise is often a good starting point for prospecting. During this exercise, all employees, board members, key individuals and, at times, alumni, past international interns and even beneficiaries related to your organisation complete a questionnaire focusing on potential networks for funding

**See examples next slides**



# Simple map template

Name of donor	Website	Deadline	Status (e.g. applied, contacted, rejected, awaiting open call)	Next steps	Description/focus areas	Contact email

# Lessons learnt from our donor mapping experience



1. Invest time and human resources - at least 3/4 hrs a week
2. Keep it simple and accessible
3. Use a practical tool that is intuitive and easy to use
4. Share it with the larger team but only give a few people admin access
5. Have a bookmark folder with the regular opportunity websites/databases to consult
6. Create google alerts for the most relevant donors/calls
7. Develop a process across the team to keep the prospect sheet up to date
8. Invest in one or two subscriptions to the most relevant donor databases (but before you do - use their free trials for a while)



**Thank you for listening.**

**Any Questions?**



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## Grants & Beyond; Diversifying Income & Building Reserves

Successful NGOs need the right funding mix to create impact and build a better world. But with donor funds severely restricted, and constantly changing priorities and demands, the key question is how can we build a financially sustainable NGO?



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# Stay in touch!

We are here to make doing good better. We help non-profit organisations secure more funding, drive innovation and develop smarter strategies.

By 2030, most of our services to NGOs will be free of charge or subsidised.

Training already is.

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