Finding the right donors - 10 tips on how to get your prospect research right

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Finding the right donors - 10 tips on how to get your prospect research right

BROUGHT TO YOU BY NPO SERVICE PROVIDERS NETWORK

What will we cover today?

- Why map your donors?
- 10 tips how to get your prospect research right

Why map your donors?

Why map your donors?

For NGOs - Time is Money! - Donor mapping works to align your vision and mission with opportunities and funding bodies that match your organisation's goals. A donor map aggregates donor information from across the industry and gives a targeted 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 organizational 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

10 tips towards successful donor prospecting

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

1. Understand your Parameters

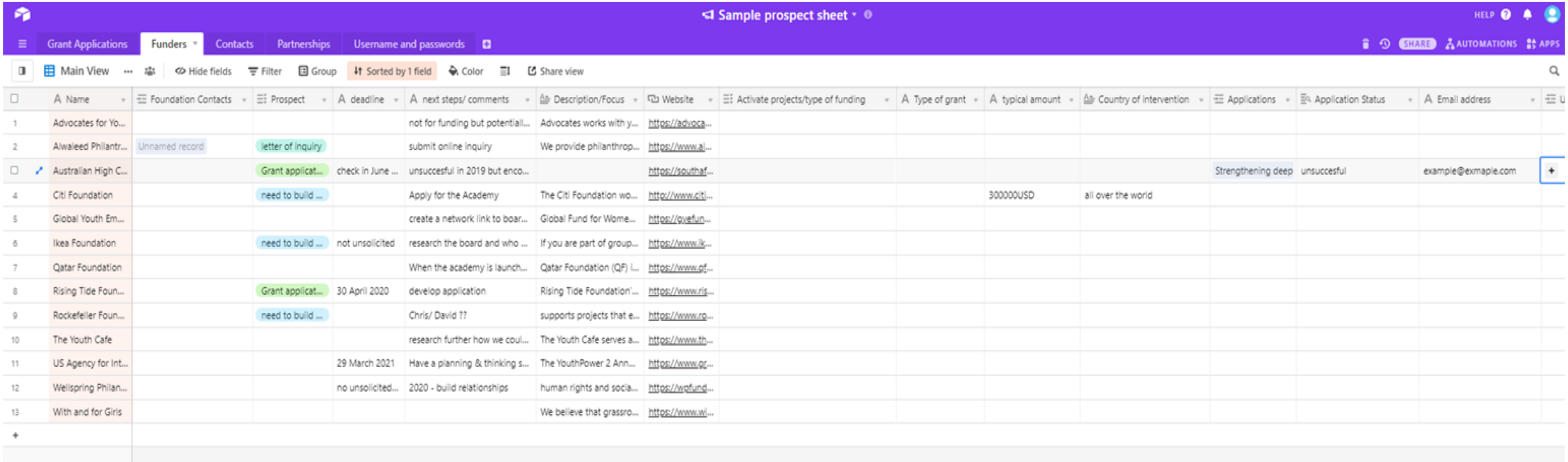
Donors have a range of criteria and eligibility standards. Your organisation has specific capabilities and a mission to fulfil. Make sure that both of those aspects are accounted for within your donor map. Time wasted on ineligible projects is de-motivational and costly.

2. Ask the right questions

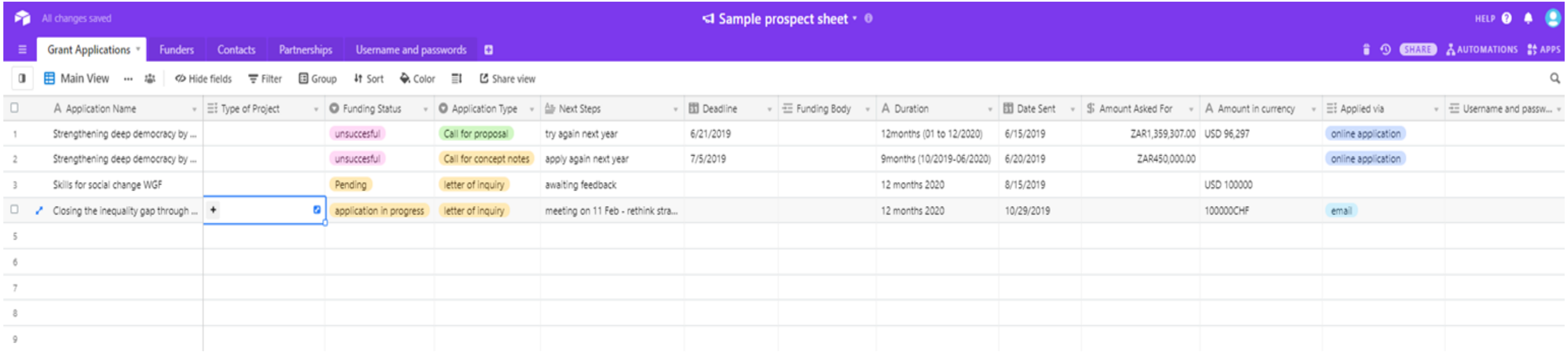
- What is your short-term, medium-term and long-term funding target?
- What is the target split? (unrestricted/restricted)
- Which projects/programmes/thematic areas do you need funding for?
- Which areas are new/innovative/might attract funding?
- What are the no-go areas of your funding policies?
-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

3. Build a Prospect Table

- The prospect table is the tool where you summarise and prioritise the opportunities identified by your research.
- The prospect table is a living document - it needs revisiting regularly and actively managing. The table needs to be accessible - Digital 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.



	Name	Foundation Contacts	Prospect	deadline	next steps/ comments	Description/Focus	Website	Activate projects/type of funding	Type of grant	typical amount	Country of intervention	Applications	Application Status	Email address
1	Advocates for Yo...				not for funding but potentiall...	Advocates works with y...	https://advoca...							
2	Alwaleed Philantr...	Unnamed record	letter of inquiry		submit online inquiry	We provide philanthrop...	https://www.al...							
	Australian High C...		Grant applicat...	check in June ...	unsuccesful in 2019 but enco...		https://southaf...					Strengthening deep	unsuccesful	example@exmaple.com
4	Citi Foundation		need to build ...		Apply for the Academy	The Citi Foundation wo...	http://www.citi...			300000USD	all over the world			
5	Global Youth Em...				create a network link to boar...	Global Fund for Wome...	https://gyefun...							
6	Ikea Foundation		need to build ...	not unsolicited	research the board and who ...	If you are part of group...	https://www.ik...							
7	Qatar Foundation				When the academy is launch...	Qatar Foundation (QF) i...	https://www.qf...							
8	Rising Tide Foun...		Grant applicat...	30 April 2020	develop application	Rising Tide Foundation'...	https://www.ris...							
9	Rockefeller Foun...		need to build ...		Chris/ David ??	supports projects that e...	https://www.ro...							
10	The Youth Cafe				research further how we coul...	The Youth Cafe serves a...	https://www.th...							
11	US Agency for Int...			29 March 2021	Have a planning & thinking s...	The YouthPower 2 Ann...	https://www.gr...							
12	Wellspring Philan...			no unsolicited...	2020 - build relationships	human rights and socia...	https://wpfund...							
13	With and for Girls					We believe that grassro...	https://www.wi...							



	Application Name	Type of Project	Funding Status	Application Type	Next Steps	Deadline	Funding Body	Duration	Date Sent	Amount Asked For	Amount in currency	Applied via	Username and passw...
1	Strengthening deep democracy by ...		unsuccesful	Call for proposal	try again next year	6/21/2019		12months (01 to 12/2020)	6/15/2019	ZAR1,359,307.00	USD 96,297	online application	
2	Strengthening deep democracy by ...		unsuccesful	Call for concept notes	apply again next year	7/5/2019		9months (10/2019-06/2020)	6/20/2019	ZAR450,000.00		online application	
3	Skills for social change WGF		Pending	letter of inquiry	awaiting feedback			12 months 2020	8/15/2019		USD 100000		
	Closing the inequality gap through ...	+	application in progress	letter of inquiry	meeting on 11 Feb - rethink stra...			12 months 2020	10/29/2019		100000CHF	email	
5													
6													
7													
8													
9													

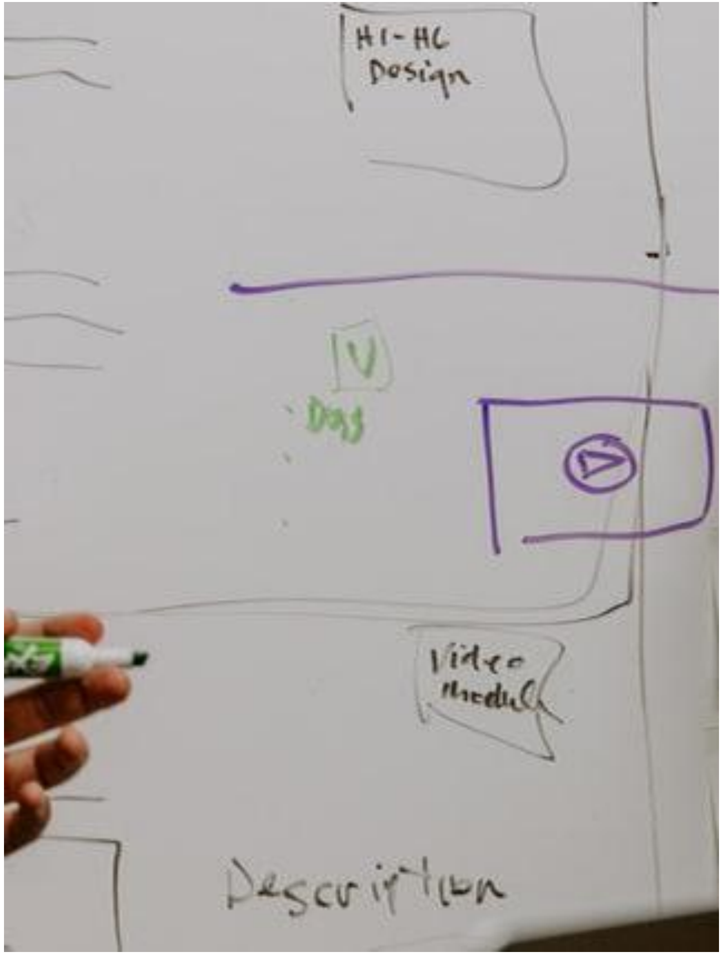
Simple prospect sheet

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

MzN International

4. Conduct a stakeholder network mapping exercise

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 respond to a few questions focusing on potential networks for funding



5. Research the donors

This is an exercise of strategic importance; the devil is often in the detail.

Only add donors to your prospect table that are a good match for your organisation.

Time spent conducting proper research builds effective prospect lists as well as avoids disappointment.

6. Look at the right place

There are 3 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:
    - http://www.fundingfinder.co.za/ - Please book a session with : Bayanda Gumbi – bayanda@inyathelo.org.za / info@inyathelo.org.za – telephone 021 465 6981
    - http://www.ngopulse.org/opportunities/other (SA specific)
    - www.devex.com
    - www.FundsForNGOs.com
    - www.triple-funds.com
    - www.unpartnerportal.com
    - www.reliefweb.com (more for tenders)

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

- Have a bookmark folder with the regular opportunity websites/databases to consult
- Create google alerts for the most relevant donors/calls

7. Invest time & resources

- Ensure that donor research and prospecting is a set deliverable.
- Invest in human resources or outsource it
- Plan for it and spend time on it – at least once a week
- Invest in one or two subscriptions to the most relevant donor databases (but before you do - use their free trials for a while)

8. Make your work accessible

Transparency is vital

Give many people access to your prospect table but only very few editor and admin rights

Integrate prospect research with other systems and tools

9. Roles and processes

Draw a process map.

- How often do you update your sheet?
- Who checks for deadlines and opportunities?
- Who is responsible for which type of donor?

10. Focus

Make sure that your mission drives the donor map, funding for fundings sake does not make a strong NGO.

Thank you!

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