

# 30 INDIVIDUAL DONOR ANALYSIS FOR SUSTAINABLE FUNDING



1h 20m



PLENUM AND  
SMALL GROUPS

## DESCRIPTION

Searching for grants is often the only way non-profit organizations seek funding. But winning on-off grants provides little long-term financial security and it requires that you invest a lot of time in the application process.

Luckily, there is an alternative to relying on grants alone. This exercise helps you to identify individual donors or businesses that might support your organization on a regular basis.



## PREPARATION

None



## MATERIALS

- Flip Chart
- Markers



## TOOLS

- Worksheet:  
Donor Persona (16)



GROUNDWORK



SUMMIT




OUTLOOK



FINANCIAL MODEL

**STEP 1** **IN SMALL GROUPS:**

- a. Think about what kind of person would potentially be a regular, individual donor to your program. **[05 MIN]**
- b. Fill out **Donor Persona (16)**  and describe this potential donor. **[15 MIN]**

**STEP 2** **IN PLENUM:**

Each small group shortly presents their completed worksheets. **[05 MIN FOR EACH GROUP]**

**STEP 3** Come to a consensus about an individual donor you would like to follow up on (ideas from different groups could be combined). **[20 MIN]**

**STEP 4** Action plan: When you have identified a potential donor, decide who will be responsible for approaching the donor, and how and when they will take action. **[20 MIN]**

**FOLLOW UP**

If approaching the potential donor in person, use Method Card: **Pitching Ideas to Donors (31)** to plan how you will present your work to the donor(s).