



1h 40m

PLENUM AND
SMALL GROUPS

DESCRIPTION

This activity will help you to identify potential donor organizations and target your approach in order to initiate a new quality of funding relationships.



PREPARATION

Map the donor landscape by identifying potential donor organizations and noting them in different clusters, such as foundations, public programs, sponsors, etc.



MATERIALS

- Flip Chart
- Markers
- Internet
- 2-3 Computer



TOOLS

- **Worksheet:**
Institutional Funder Screening and Profiling (25)




GROUNDWORK



WORKING WITH FUNDERS

STEP 1 INDIVIDUALLY:

Fill out **Institutional Funder Screening and Profiling (25)**  for 7-10 potential funders. Assign a score of 1-3 for each item on the checklist (1 = low score, 3 = high score). **[20 MIN]**

STEP 2 IN SMALL GROUPS:

Profile the top 3 ranked funders according to the questions listed in the column "Profiling the top-rated institutions". Use a quick internet search on institutions' websites to gather further insights. Look for their mission and vision, the programs they fund or check in which thematic areas they are interested in. Mark clearly where you are unsure rather than guessing. **[35 MIN]**

STEP 3 IN PLENUM:

Share the group's results and discuss or change the funder profiles together as a team. If there are points that remain unclear or uncertain, assign a research task to someone within the group to gather the respective information. **[45 MIN]**

**FOLLOW UP**

Use Method Card **Strategic Planning for linking with institutional stakeholders (51)** to develop a strategy for establishing contact and gaining support from one or each of the three profiled institutions.