

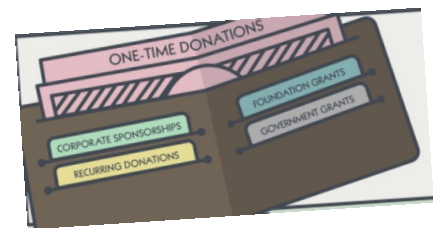
Fundraising Landscape Analysis Template

Gaining an understanding of the fundraising landscape allows for a more comprehensive approach to achieving your fundraising goals. The goal of the fundraising landscape analysis template is to collect data that guides your fundraising strategy and tactics.

A landscape analysis involves an in-depth review of specific funders or groups of funders to better understand funding trends and priorities. Additionally, the analysis may suggest ways your organization/campaign/initiative can position itself to respond to both the current and future funding environment.

An in-depth look at a single funder or a group of funders can reveal several insights, such as whether:

- a funder's average grant size is increasing or decreasing over time (in general, or in a specific funding area);
- a funder is increasing or decreasing the number of grants it is awarding each year;
- a funder is funding all of its program areas equally, or funding some areas more aggressively (e.g., making larger, more frequent awards in one program area compared to the rest); or
- a funder is changing its funding mechanisms or procedures (e.g., changing an award mechanism from open competition to invitation only, or merging program areas).



Donor Categories

Individual donors - The motivation for an individual to donate funds to an initiative or organization can range from a personal connection to the work, genuine altruism, family legacy, etc. When it comes to the individual donor, it is your responsibility to understand their motivation.

Major donors - Major donors often take a longer time to donate, but once the relationship is cultivated, they usually give in large sums to support a campaign. Funds can be given as a one-time donation or on an annual basis.

Corporate donors - Corporate donations require different tactics than individuals. They will require fewer touches than individuals but strategic communication with a few corporate donors will be key. Corporations need more convincing that your organization or initiative is important to their employees.

Foundations - Private foundations have money set aside by a person, family or another entity and usually have a granting cycle that you will have to become familiar with by doing your research on foundations.

A funding landscape analysis is meant to give you a breadth of understanding about individual funders as well as trends among a group or class of funders. Since you'll be looking at several years of information for each funder, and because conducting a landscape analysis can be a time-consuming process, it is not an activity that will need to be conducted on an annual basis.

A landscape analysis is only worth doing if your organization is open to revising its grant/fundraising strategy based on the results of the analysis. More information about funders and funding trends is not always better, especially if collecting the information requires a significant amount of money and time.

If your organization is interested in knowing where funders seem to be heading, individually and as a group, and if it is open to possibly revising its funding strategy, a landscape analysis could be a valuable asset to your decision-making. The key to a successful analysis is to collect and analyze information that your organization will actually find helpful as it develops its funding strategy.



	Individual Donors		Major Donors		Corporate Donors		Foundations	
Place an "X" in the appropriate box	One-Time Donation	Recurring Donation	One-Time Donation	Recurring Donation	One-Time Donations	Recurring Donation	One-Time Funding	Recurring Funding
Funding Areas								
Funding Trends (i.e. Increasing, Decreasing, Staying the same)								
Organization Name								
Organization Website								
Contact Name								
Contact Email								
Average Gift Size								
Giving Frequency (Quarterly, Annually, Biannually)								
Relationship to Your Organization/ Campaign (Board Member, Friend of, Affiliate)								
Gift Giving to Your Organization								
Notes:								