

Mapping a World of Funding Opportunities

Mapping The Known Universe

- Gather your Fund Development Team
- Supplies:
 - Room with large white board or chalkboard
 - Supply of different color markers
- Procedure:
 - Place your organization at the center of the map
 - First, identify where your funding has been coming from
 - Start with broad areas, then move out to specifics
 - Next, brainstorm new ideas
 - All ideas are listed – no editing yet!
 - Finally, prioritize which efforts will have the best payoff

The map that you will create will end up looking something like this:

