

Summary sheet

Step 4: Prioritization

Chapter 1: Theory

Your resources are limited

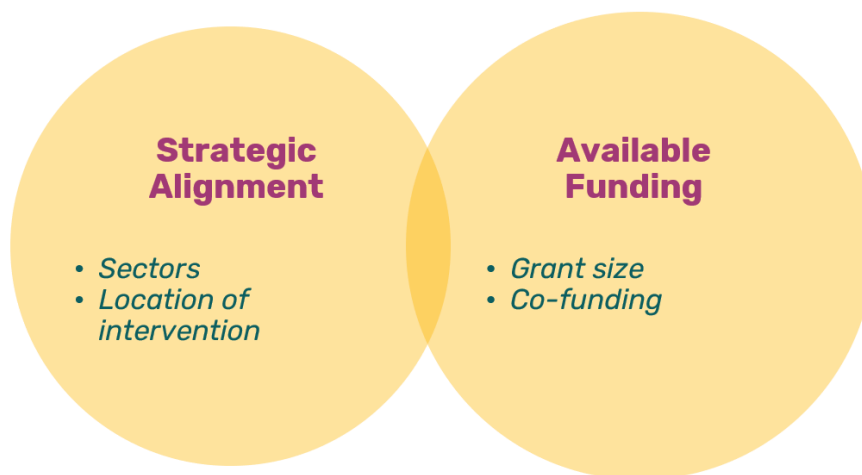
Your resources—time and energy—are not unlimited. Even if your mapping identifies dozens of landlords, you won't be able to work with them all at once. A fragmented approach could compromise the quality of your efforts and your credibility.

Why prioritize?

- Contacting too many donors or applying to too many calls for projects at the same time dilutes your efforts.
- Each relationship or engagement action requires a significant investment: research, follow-up, writing of funding applications.
- A targeted strategy maximizes your chances of success and impact.

How do I identify key donors for my organization?

The principle is to combine two criteria: strategic alignment, and available funds.



Here are the questions to ask yourself to prioritize effectively:

Strategic alignment: Which donors are most aligned with your programmatic objectives (sectors, geographical areas)?

Available funds: Is the amount to be obtained suitable for your financial strategy (not too small, nor too large)? What co-financing is being requested?