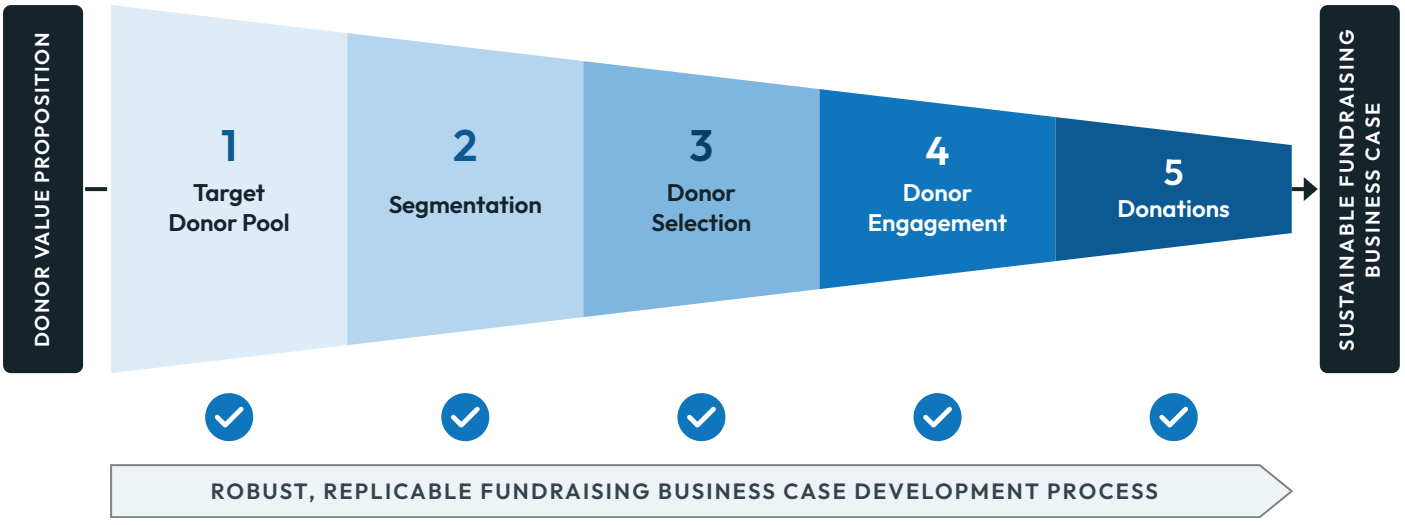
IDENTIFYING POTENTIAL DONORS

The Funnel Approach

A funnel research approach that narrows a broad universe of potential donors down to the right donors for a non-profit organisation (NPO). Every stage is anchored in the NPO's objectives: it starts from the **Donor Value Proposition (DVP)** and ends in a **Sustainable Fundraising Business Case**.



THE FIVE STAGES

01 Target Donor Pool
Define who could give

- Who?
- Where?
- What?
- How much?

02 Segmentation
Group donors by giving profile

- Once-off vs. regular
- Small vs. large
- Individuals vs. organisations

03 Donor Selection
Screen donors for fit

- Donor due-diligence requirements
- Donor vs. NPO interests
- Local vs. international

04 Donor Engagement
Build the relationship

- Communication
- Programme & cause alignment
- Donation size
- Viable proposals
- Fit-for-purpose donation channels

05 Donations
Secure sustained giving

- Aligned programmes & causes
- Regular donations
- Growth in donation size

Starts with the DVP

The Donor Value Proposition frames why a donor should give, and shapes every stage that follows.

Checkpoint at each stage

Each stage is validated before the next, keeping the focus on the NPO's objectives as the pool narrows.

Ends in a business case

The result: a robust, replicable process for a sustainable fundraising business case.

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