



### Funder Decision Matrix

There are hundreds of thousands of funders with millions of funding opportunities available. How do you decide which one to pursue?

Are the priorities aligned? Does this funding move us closer to our strategic vision?

Organization or Program Priorities	Alignment Score	Funder or Specific Funding Priorities
<ul style="list-style-type: none"> <li>• <i>Priority 1</i></li> <li>• <i>Priority 2</i></li> <li>• <i>Priority 3</i></li> </ul>	<i>3 – full</i> <i>2 – strong</i> <i>1 – some</i> <i>0 – none</i>	<ul style="list-style-type: none"> <li>• <i>Priority 1</i></li> <li>• <i>Priority 2</i></li> <li>• <i>Priority 3</i></li> </ul>

Do they fund in the location your beneficiaries are?

Organization or Program Beneficiary Location/Geography	Alignment Score	Funder or Specific Funding Location/Geography
<ul style="list-style-type: none"> <li>• <i>Location 1</i></li> <li>• <i>Location 2</i></li> <li>• <i>Location 3</i></li> </ul>	<i>3 – full</i> <i>2 – strong</i> <i>1 – some</i> <i>0 – none</i>	<ul style="list-style-type: none"> <li>• <i>Location 1</i></li> <li>• <i>Location 2</i></li> <li>• <i>Location 3</i></li> </ul>

Is the effort required to apply and manage the funds commensurate with the amount available?

Organization or Program Effort Required	ROI Score	Funder or Specific Funding Funds Available
<ul style="list-style-type: none"> <li>• <i>Application stage</i></li> <li>• <i>Management stage</i></li> <li>• <i>Reporting/close out stage</i></li> </ul>	<i>3 – high</i> <i>2 – med</i> <i>1 – low</i> <i>0 – none</i>	<ul style="list-style-type: none"> <li>• <i>Amount available</i></li> <li>• <i>Match required</i></li> <li>• <i>Payment schedule</i></li> </ul>

How will the program be sustained once the funding is exhausted?

Organization or Program Sustainability	Alignment Score	Funder or Specific Funding Longevity
<ul style="list-style-type: none"> <li>• <i>Program generates revenue</i></li> <li>• <i>Program has variety of funders</i></li> <li>• <i>Program requires further investment</i></li> </ul>	<i>3 – full</i> <i>2 – strong</i> <i>1 – some</i> <i>0 – none</i>	<ul style="list-style-type: none"> <li>• <i>Long-term funding available</i></li> <li>• <i>Step-down funding available</i></li> <li>• <i>One-time funding only</i></li> </ul>

Do we know anyone in leadership at the funder? If this answer is yes, sometimes the scores above do not matter as there are often discretionary funds available for some projects that are not “best fit scenarios.”