

MAPPING YOUR NEEDS

A Grantseeking Framework

Developed by Imagine Canada, the Mapping Your Needs worksheet is designed to help charities and nonprofits across Canada holistically understand and map out their complex needs in relation to grantseeking. This template provides organizations with an outline for prospect research strategy and serves as a mapped out framework for proposal writing or crafting a case for support.

Organization: _____

Describe your need (Can be a project or program that requires funding ["specific need"] or for your organization in general)

Your Cause Areas (What are the major subject areas of your project/organization? i.e. mental health, education...)

Populations Impacted (What population groups are served by your project/organization? Who benefits from your work?)

Geographic Area(s) Served (What region(s) do you operate in? What region(s) does your work impact?)

How long do you need support for?
(Span of time: one-time, multi-term...)

How much do you need? (What is the total cost of your need?)

\$ _____

Type(s) of Support (i.e. project funding, capital expenses, in-kind, etc.)

Possible Funder Connections (Well connected board members, volunteers, senior staff, "subject matter experts")

Below please link your specific activities to the impact each one will have.

Your Activities ("the HOW" - What are the major activities/actions associated with your need?)

Your Impact ("the WHY" - What is the impact and importance of these activities on your community and population served?)

