

Donor Focus Alignment Worksheet

By Ashley Beggs | Conservation Consultant

"Clarify what you fund and why it matters."

1. What is the *main outcome* your organisation delivers?

☐ Be specific and short — e.g., "We train youth rangers from local communities."

2. What problem does this solve?

- ☐ Why does this work matter?
 - ☐ Who does it help?
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3. What makes your approach *different* from others?

4. If a donor only had time to read one line, what would you tell them?

☐ Your impact, simplified to a single compelling sentence.

5. How much does it cost to run your core programme annually?

6. What would R250K, R500K, or R1M enable you to do?

- ☐ R250K →
 - ☐ R500K →
 - ☐ R1M →
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7. If you had to pause all but one initiative, which would you keep running?

☐ Why?

8. Which initiatives currently *drain* your time, energy, or funds, but aren't well supported?

9. Where do you *want* to focus in the next 12 months?

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10. What documents, messaging, or metrics do you need to strengthen your core pitch?

- ☐ One-Page Project Summary
 - ☐ Updated Budget
 - ☐ Visual Impact Report
 - ☐ Donor Thank-You System
 - ☐ Quarterly Comms Calendar
 - ☐ Team Bios
 - ☐ Other
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Tip from Ashley

Schedule a short team session to fill this out together.

This worksheet becomes the foundation of a focused donor strategy — and sets you up for better conversations, proposals, and funding clarity.

Book a free call - [Let's Start Building](#)

www.ashleybeggs.co.za