

WORKSHEET - HUNT

Objective: To identify the right donors for your objectives.

STEP 1 - THE KEYWORD FILTER

Before you start searching, define your search area. If you can't find anything with a word, try its synonyms or a broader search term.

- **My Mission (e.g., Food Security):**
- **My Population (e.g., Seniors, 12-18 years old):**
- **My Geographic Area (e.g., Neighborhood X, City Y):**

STEP 2 - THE TOP 3 POTENTIAL LANDLORDS

Identify three targets (Government, Foundation or Company) that appear to fund projects similar to yours.

| Lender's Name | Why is this a good "match"? | A project they funded last year |
|---------------|-----------------------------|---------------------------------|
| 1 | | |
| 2 | | |
| 3 | | |

STEP 3 - ALIGNMENT

For your number 1 target, check the three critical points:

- **[] Calendar:** Does the deadline give me enough time (min. 4-6 weeks)?
- **[] Amount:** Does the average amount granted correspond to the scope of my project?
- **[] Eligibility:** Are we excluded by the "fine print" (e.g., religion, administration fees)?

STEP 4 - THE FIRST CONTACT

Don't apply blindly. Write your email here to validate your concept with the program officer.

- **Subject:** Eligibility Question - Project [Project Name] - [Your Organization]

"Hello [Agent's Name], We are preparing an application for the [Fund Name] program. Our project aims to [Concrete Action] for [Expected Result].

Does an initiative of this type fit well with your current priorities, or should we adjust our approach?

PRO TIP: IF A LENDER HAS ALREADY FINANCED YOUR DIRECT COMPETITOR, THAT'S EXCELLENT NEWS: IT PROVES THEY UNDERSTAND AND VALUE YOUR INDUSTRY. DON'T BE AFRAID TO MENTION HOW YOUR APPROACH COMPLEMENTS WHAT ALREADY EXISTS.