



Ansoff's Matrix for Trust Fundraisers

Defining strategic direction in trust fundraising can be challenging. What should you do? Where should you be focusing your time and resources in order to be most effective? This download aims to give you a basic understanding of one of the tools you can use to simplify the process.

Igor Ansoff, US strategy guru, developed a matrix to help to focus your attention and resources. Ansoff argues that you have two main components to consider, which, in adapting the model for the nonprofit sector, we've called 'donors' and 'offerings' (commercially they are markets/customers and products/services).

	Existing	OFFERINGS	New
Existing	1. Donor penetration	2. Offering development	
DONORS	3. Donor development strategy	4. Diversification	
New			

Donors are your 'customers', donors, funders or commissioners

Offerings are your fundraising activities, tactics or products

Each of these can exist in one of two states: *existing* and *new*. In terms of where you should focus your efforts you therefore only have 4 strategic choices:

Quadrant 1. Existing Offerings for Existing Donors i.e. persuading current donors to give you more using your current fundraising techniques – e.g. persuading current Trust givers to increase the value of their grants.

Quadrant 2. New Offerings for Existing Donors i.e. developing new activities for your existing donors – an example might be approaching Trustees of existing Trust supporters to join your individual Patrons (major donor) programme.

Quadrant 3. Existing Offerings for New Donors i.e. persuading new donors to give using your existing techniques – e.g. inviting potential Trust funders to a special event in their area of interest.

Quadrant 4. New Offerings for New Donors i.e. coming up with a new – or new to your organisation – project with new donors: an example might be marketing a capital campaign to potential new Trust supporters.

For more on using Ansoff's Matrix effectively [please click here](#).

Further help

=mc has a team of unrivalled fundraising consultants able to assist with the biggest and smallest campaigns. Between us we share experience in small and large charity work, international development, arts and culture, disability and the environment. **=mc** consultants have worked with a variety of not-for-profits on their fundraising. We're proud to have helped Oxfam, **UNICEF**, **Christian Aid**, **Greenpeace International**, **Imperial War Museum**, **MIND**, **Mama Cash**, the **NSPCC**, the **Tate Gallery** and the **British Red Cross**.

To find out how we've helped these organisations achieve their big ideas - and how we could help you - call us on +44 (0) 20 7978 1516 or visit www.managementcentre.co.uk/fundraising.

We hope you found this download useful and enjoyable.

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About =mc

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