

ACTIVITY DIY LANDSCAPE ANALYSIS

UNDERSTAND THE FIELD AND ITS KEY PLAYERS

Basic Questions

RESPONSE

What are the needs of the intended beneficiaries of your focus area?

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Which strategies have succeeded or failed in the past?

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What is the scale of the problem? Where is the greatest need?

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Which nonprofit approaches are being pursued and why?

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Which organizations are the essential players in your focus area? What problems are they trying to solve and why?

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Where are philanthropic efforts from other funders currently concentrated within your focus area?

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How are political, social,
and economic trends affecting
your focus area?

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What does the latest
research in your focus
area show?

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Are there gaps in current
levels of philanthropic
funding?

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How might you build on the
efforts of other funders for
greater impact?

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Who are proponents and skeptics of
specific approaches? What is their
reasoning?

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Which organizations are competing
with each other? Which are
collaborating?

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Which organizations are potential
partners?

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Supplementary Questions – Speaking with Organizations in the Field

What are your views and experiences in the field?

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What strategies have worked?
What strategies have failed?

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What are you continuing to learn about the problem you are trying to solve?

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What assets do you bring to your work?

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What challenges do you face?
What worries you the most?

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What are your priorities?

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What opportunities for solving problems exist right now?

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THE STANFORD PACS

GUIDE

TO EFFECTIVE PHILANTHROPY

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Center on Philanthropy
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