

STRONG PARKS, STRONG COMMUNITIES

Tool 19: Donor Grid 2x2

A 2x2 grid is a helpful tool when you need to prioritize among options. The quadrant is created by an x-axis and a y-axis, and items that a group is trying to rank will fall somewhere on the spectrum created by each axis. In the example below, donor audiences are ranked relative to one another in terms of their giving capacity (low to high, moving from left to right on the x-axis) and affinity for or belief in your mission (low to high, moving from bottom to top on the y-axis). Analyzing your donor audiences can help you prioritize whether and how to approach them.

