

Your Landscape Map



You cannot create measurable change without understanding the many players and relationships occurring around your issue, strategy and nonprofits. With the knowledge of external conditions influencing any issue area, you can have a greater understanding of the roles different nonprofits play in a landscape, what some risks and opportunities may be and where your giving can have the greatest impact.

A landscape map provides a visual representation of the stakeholders and interests that influence your issue, as well as the political, economic, geographic, social and cultural forces that impact it. This landscape map is not meant to be exhaustive. Your aim is to map out the space surrounding your social problem in a comprehensive manner so you can more easily identify where you will have the biggest bang for your philanthropic buck on #GivingTuesday.

brainstorm your issue ecosystem

First, brainstorm the stakeholders and factors that influence your issue. These are listed below.

Political Players/Policies

Economic/Market Forces

Geographic/Infrastructure Constraints



Cultural/Sociological Issues

Opposition/Sources of Conflict

Clients/People Served

Existing Funders/Advocates

create your landscape map

Once you have assembled a list, you can draw arrows connecting different factors and write briefly, in bullet points, how they interact and the role they each play. Remember, while this map is not meant to be exhaustive, it will allow you to see where your giving on #GivingTuesday can have the most impact. See the Landscape Map below for guidance.



example

