

Your Selection Criteria for #GivingTuesday



There are so many amazing organizations doing incredible work. While it may be difficult to find just one or two nonprofits to invest in, our work as strategic philanthropists requires that we develop selection criteria to determine if an organization is having impact and if the work of that organization is mission-aligned with our own goals. Since a decision to fund one organization is a decision not to fund thousands of others, you must do this process methodically, thoughtfully and strategically. Although this process may be difficult, it is essential to having a significant impact on any one nonprofit in any one issue area on #GivingTuesday. Remember, the questions below are merely a guide. Decide which criteria works best for your own giving goals, even if they are not included in the criteria below.

develop your selection criteria

Who do you want your gift or grant to support? What geographic area or region do you want to prioritize for #GivingTuesday?

What is this organization's theory of change? Does it align with your own?

Do you want to fund an organization that works on a small or a large scale? Why?



How much risk are you willing to take with this gift? Will you consider the lifecycle stage of the nonprofit?

Will you consider this organization's access to capital? How diverse are its funding streams? (e.g. consider if this is an underfunded area, the number of donors who have given to the organization more than 5 years in a row, does it have foundation support, etc.)

What other considerations do you wish to prioritize? (e.g. reputation, history, staff diversity, board size and role, lifecycle stage, etc.)

Reflect on your responses to the questions above and identify your selection criteria for #GivingTuesday. You will apply your selection criteria to the nonprofits you are considering for funding on the next page.

take a deeper dive

Identifying the right selection criteria and knowing what questions to ask nonprofits can be a daunting task for any philanthropist. For more information about the types of questions you should ask before funding a nonprofit, consult our [NPO Assistance: Additional Questions](#) resource.





apply your selection criteria

Name of Organization	Geography/Population What target population does this organization work with? Where?	Scale Is this a large or small organization? Does it work on a large or small scale?	Risk What concerns do you have about funding this organization? What is its current lifecycle stage?	Additional Notes

Now, compare your notes on each nonprofit. Highlight the organizations that most align with your selection criteria.

1. _____ 2. _____ 3. _____