The Context and Factors that Influence Your Issue Area

You cannot create change if you do not understand the many players and relationships within your issue, strategy and nonprofits. By knowing the external conditions influencing your issue area, you wield a deeper comprehension of the roles different nonprofits play in your landscape, what some risks and opportunities may be and where you 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 affect your issue. This landscape map is not meant to be exhaustive. Our aim is to map out the space surrounding your social problem in a comprehensive manner so you can more easily hone in on the high-impact nonprofits that you will consider for funding.

**brainstorm your issue ecosystem**
First, brainstorm the stakeholders and factors that influence your issue.

**Political Players/Policies**

**Economic or Market Forces**

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create your landscape map

Once you have assembled a list, draw arrows connecting different factors and write briefly, in bullet points, how they interact and the role they each play.\(^1\) See the next page for guidance.

\(^1\)For more advanced considerations, see our worksheet: [A Deeper Analysis of External Conditions and Strategy](#).