

TPW Roadmap for Strategic Philanthropy



1

DEFINE THE PROBLEM AND ITS ROOT CAUSES

2

**ARTICULATE YOUR GOALS RELATED TO YOUR VISION
AND HYPOTHESIZE YOUR THEORY OF CHANGE**

3

**CONDUCT A FIELD SCAN TO ASSESS THE MARKET
- MAP KEY PLAYERS AND STRATEGIES**

4

CONSIDER THE LEVERS TO PUSH TO MAKE CHANGE

5

**CONSIDER APPROACHES TO ADDRESS THE
PROBLEM AND ADVANCE SOLUTIONS:**

6

**CONSIDER YOUR COMPARATIVE ADVANTAGE:
TIME, TALENT AND TREASURE**

7

**DEFINE SHORT- AND LONG-TERM PERFORMANCE MEASURES
TO EVALUATE EFFECTIVENESS OF YOUR STRATEGY**

8

SEEK LEVERAGE