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