

Gap Analysis Template

Focus Areas	Desired Future State	Current State	Identified Gap	Action Plan
<i>What are you focused on?</i>	<i>Where would you like to be?</i>	<i>Where are you now?</i>	<i>Difference between desired state and current state</i>	<i>Projects you will undertake to bridge gap</i>
<p>EXAMPLE Philanthropy and engagement</p>	<p>To have a pool of highly engaged donors to help meet growing demand and support long term sustainability.</p> <p><i>Measured by:</i></p> <p>New acquisition of XX donors per year.</p> <p>Growth in giving of YY %</p> <p>Donor retention rate of ZZ %</p>	<p>We are not strong in stewardship of our donor base and many donors don't renew their gifts</p> <p><i>Measured by:</i></p> <p>Our efforts to acquire new donors are not bold and proactive enough.</p> <p>Our growth in giving is flat.</p> <p>Our donor retention rate is below average at XX%</p>	<p>150 new donors, 10 new monthly donors per year</p> <p>15%</p> <p>25%</p>	<p>Create new FD and comms strategy. Implement new DM program</p> <p>Update evaluation framework, review KPIs, assess greatest areas of opp</p> <p>New collaborative stewardship framework</p>