

Donor Intelligence and Market Research

The Donor Relations and Strategic Partnerships unit provides donor intelligence and market research services and updates donor profiles in the Donor Information System every six months.

Information to donors is regularly provided to support bilateral meetings by the Executive Office and senior managers.

Services to staff

1. Upon request, conduct research on specific donors, their funding priorities and contribution history to UN-Habitat and to the multi-lateral system.
2. Provide donor profiles before bilateral meetings.
3. Research on fundraising best practices from other agencies.

Guidelines

1. Request for donor profiles needed for any bilateral meetings at least one in advance of the meeting.
2. Staff may also request market research on what donors may be interested in funding specific themes or types of work or programmes in specific countries.
3. Be specific on the content needed in the research to be conducted on various donors e.g. on whether donors support particular themes or countries.