

# ICE Prioritization Method for Nonprofits

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## Impact

How much does this contribute to our goal?

1= Near zero  
3= Very low  
4= Low  
6= Medium  
8= High  
10= Very high

## Confidence

How confident are you that this will work?

1= No confidence  
3= Very low  
4= Low  
6= Medium  
8= High  
10= Very high

## Ease

How hard is this to implement?

1= Extremely hard  
3= Hard  
5= Medium  
7= Easy  
10= Very easy

$$\text{ICE Score} = \text{Impact} \times \text{Confidence} \times \text{Ease}$$

## Using the ICE Prioritization Method Effectively

1. Define your goal clearly before evaluating actions.
2. List all potential actions you could take.
3. Rank each action by its Impact, Confidence, and Ease of implementation.
4. Multiply the scores for Impact, Confidence, and Ease to calculate the ICE score for each action.
5. Prioritize actions with the highest ICE scores.

### Notes:

- *The ICE method is a quick and straightforward way to prioritize tasks, but it can be influenced by personal bias. To reduce subjectivity, consider having multiple individuals score each item and averaging the ICE scores to determine organizational priorities.*
- *Keep in mind that some lower-priority tasks may need to be completed first if they are prerequisites for higher-priority projects (e.g., optimizing the website before launching a campaign to attract new donors).*

# ICE Prioritization Method for Nonprofits

**Example:** Prioritizing marketing channels

**Goal:** Reach new potential donors

Potential Action	Impact	Confidence	Ease	Total Score	Priority
Focus on Facebook & Instagram consistency	8	8	7	448	1
Use Google Ad Grant to run ads	8	6	3	144	2
Start posting on Twitter/X	3	1	7	21	5
Send out a postcard to everyone in a zip code	6	3	5	90	3
Set up a table at the farmer's market	4	3	7	84	4

[Click here to access a fillable ICE Prioritization Grid \(make a copy to use\).](#)