

Assessing Your Potential for Fundraising Success

	Strong	Okay	Weak
1. You have an inspirational mission and vision of the community change you'd like to create			
2. You can connect the resources you seek to the societal change you'd like to create			
3. You have a strategic plan for least 3 years into the future			
4. You cherish results and measure the impact of your programs.			
5. Your staff are passionate and evangelical leaders for your organization and its programs			
6. Your board members are passionate and evangelical leaders for your organization and its work			
7. You are wise stewards of all of your resources			
8. You have many long-standing friends and partners			
9. You have opportunities for people to be involved with you on many levels.			
10. You have a well-designed plan for raising resources			
11. You regularly communicate with your "stakeholders" about your activities, needs and accomplishments			
12. Staff (or volunteers) have been individually assigned responsibility and are held accountable for revenue goals			
13. Your internal systems support fundraising (e.g. donor management database)			
14. You know how to use and adapt proven fundraising techniques			
15. You invest the most resources where you receive the greatest fundraising return			
16. You insist on nothing less than ethical fundraising.			
17. You make an annual investment in professional development in support of your fundraising.			
18. You believe you can do it (failure is not an option)			
19. You've got a strong dose of chutzpah.			
20. You are not afraid of asking for what you need			

Work on the areas where you scored less than strong.