

Supporting Arts and Culture

fundraising capacity self assessment

Complete this tool to help your organization examine and chart its capacity to generate ongoing financial support for its mission.

Solid strategy

Absolutely Not True  Absolutely True

Our organization has analyzed current funding streams and defined the best funding mix for our future (e.g., earned income, donations, grants, endowment).

1 2 3 4 5

We have assessed and identified priority audiences for fundraising (e.g., individuals, businesses, grantmakers).

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We have set specific amounts for fundraising objectives connected to our desired funding streams and target audiences.

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We have defined fundraising activities that will achieve our objectives (e.g., campaigns, events, individual donor cultivation, grant proposals).

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We allocate adequate resources (human and financial) to implement these activities.

1 2 3 4 5

We document the above elements in a fundraising plan approved by our board.

1 2 3 4 5

Strong systems

Our organization follows a defined process for creating annual fundraising objectives and a fundraising plan.

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Our board is involved in this planning.

1 2 3 4 5

We have an accurate and complete database of prospects and donors.

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We follow a defined process to increase/enhance this database.

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We regularly evaluate and improve our fundraising plan and approaches, paying attention to results, successful practices, and lessons learned.

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All aboard

Those doing fundraising with individual donors have the knowledge and skills needed to initiate contact, solicit contributions, and cultivate ongoing relationships.

1 2 3 4 5

All staff people are actively involved in supporting ongoing fundraising.

1 2 3 4 5

Our volunteers—board, engaged donors, committee members, etc.—feel well prepared (i.e., trained) and equipped (with messages, materials, stories, etc.) to be effective fundraising ambassadors for our organization.

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These volunteers are actively involved in ongoing fund development—introducing prospects to the organization, hosting meetings/being active in events, and supporting our organization as a priority in their personal giving.

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