

Summary of Campaign Readiness

Function	Readiness	Potential Score	Your Score
Organizational Plan	Does the organization have a strategic or detailed plan?	5	
Case for Support	Is the case well received?	5	
Constituency - Broad-based support	Is there strong support for the organization?	5	
Constituency - Market awareness	Is the community and large donors well aware of who you are?	5	
Gift Support History	How strong is the fundraising capacity?	5	
Prospect Development Plan	How effectively is the organization introducing and developing new donors?	5	
Record Keeping	Is a good recording keeping system in place, are contributions routinely acknowledged and is good donor stewardship practiced?	5	
Fundraising Staff	Is there experienced fundraising staff? If not, are there plans in place to provide that?	10	
Involved Governing Board	How involved is the board in raising funds? Are they willing to raise funds for the campaign?	15	
Potential Large Gifts	Are there large lead gifts that can set the pace for the campaign?	15	
Fundraising Leadership	Other than the Board, are there people willing to help raise funds for this campaign?	20	
		100	

Scoring: **75-100 indicates reasonable chance for success**; 50-74 means there are problems to be address; less than 50 indicate the organization is not ready