
WHY CAN'T WE RAISE MORE MONEY?

A Simple Assessment



"Can you help me raise more money?"

I get this question a lot. Typically I respond with a lot of follow-up questions. I thought I would bring them together for you in a single place.

Here's an assessment tool you can use to figure out where you need to focus. Be honest with yourself about how you're doing. You'll quickly and specifically learn where there is room for improvement.

Instructions are simple. It's kind of like 20 questions. In fact, there really are 20 questions! For each item below, mark it off as "yes" or "no".

Ground Rules:

1. Do this exercise with your board and/or staff. Ask each to circle any item below they consider a "no".
2. The assessment should be done anonymously.
3. Responses should be collated by the person in charge of fundraising.
4. Follow up with a meeting to discuss findings.
5. Review my blog post at <https://joangarry.com/raise-more-money> for advice on how to handle your "no's".

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1. My organization has a clear mission and fills a unique niche in the sector and our community.
 2. Every one of my board makes an annual financial contribution – 100% giving.
 3. Each of my board members knows different people.
 4. We all agree on what our organization aspires to do.
 5. Most of my board members can easily and enthusiastically offer someone a 2-3 minute elevator pitch about what the organization does, why it's important and bring it to life with a short anecdote.
 6. The board chair is an enthusiastic champion and excellent motivator of volunteers. May not have fundraising experience but loves the org and welcomes the opportunity to tell people about the work.

7. Our social media presence is growing and more and more folks are engaging with the content, building a very nice pipeline of prospects.
8. Lots of people know about us and we are quite visible. We are not a “hidden gem”.
9. Our staff leadership has an external presence and engenders trust in the organization.
10. We have a strong board development committee that sees its role as different and broader than a group that monitors staff progress against fundraising goals.
11. We are committed to stewarding our donors and our retention rate is high.
12. We have a healthy revenue mix and are not overly reliant on any single source.
13. I have a strong development team.
14. Our organization values diversity in an authentic way – we are building toward a culture of inclusion and in so doing are able to invite more and diverse folks to be a part of our organization.
15. When we recruit board members we are clear that we will be looking to them to partner with us in fundraising.
16. We have a culture where we take risks. We talk about what’s not working in our efforts to fundraise and learn when things go awry.
17. If a prospective funder asked what you hope to accomplish this year, you can point to year 1 goals in a simple and compelling strategic plan.
18. We work hard to ensure that board members have the tools, resources and motivation to be great ambassadors.
19. We can speak to the impact of our work with something more than stories.
20. We have an annual board retreat that engages and enriches board members and motivates them to be vocal and visible ambassadors.

