Grassroots Fundraising Readiness Assessment

Baseline Organizational Pre-Conditions:
- Not in immediate financial crisis
- Has clear Mission and compelling message
- Has some donor experience and lessons learned
- Has relationships with constituents, donors, etc.

Organizational Culture:
Overall internal resistance to or interest in GRFR
Questions to consider:
- Is ED committed to and involved in FR?
- Is individual donor work integrated into organizing/promoting the mission and campaign messages?
- Are FR staff connected to program staff?
- Is there board or volunteer leadership in FR?

Is there leadership buy-in?
Clear rationale & goals for Grassroots Fundraising

Is there dedicated staff who will "hold" GRFR?

Scale up existing Grassroots Fundraising

Are ED and other key staff and board willing to be involved? (at least 10% of total agency FTEs)

Are brochures, website and PR plan already available?

How much IT & data base infrastructure, skills and systems are in place?

What skills are in house, what training is needed, are new skill sets needed?

Finalize plans & launch!
Results in 1-2 yrs:
- Increased Income
- New supporters
- Stronger skills
- Fundraising Culture

Consultant roles may include: Assessment and OD supports; Training and Coaching during implementation; Communications, IT; Evaluation, etc.

Overall resistant
Is there willingness to develop in these areas?

Overall interested

Identify and hire consultant(s) and/or other TA providers

Create active FR Committee (FRC) with key staff, board, allies, members

FRC and Consultant(s) work together to develop and launch plan

INTEGRATION
Where are links between program goals, communications work and GR FR?

MATERIALS
Are brochures, website and PR plan already available?

INFO SYSTEMS
How much IT & data base infrastructure, skills and systems are in place?

TRAINING & SKILLS
What skills are in house, what training is needed, are new skill sets needed?

Organizations can always be building GRFR capacity. If not all conditions are in place, what can be achieved right now? [see "Start Now!"]

To build Grassroots Fundraising capacity and make good use of consultants, several organizational factors need to be considered: financial stability, clear mission, organizational culture, existing relationships and staff and board willingness to participate (see accompanying Guide).

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