

# Fundraising Assessment Quiz

*Don't jump into fundraising before you are ready. Ascertain first where you are strong and where you are weak relative to your ability to raise funds. This self-assessment quiz, developed by the Society of Nonprofit Organizations, will help you determine where to focus your fundraising efforts.*

Is there someone in your organization, paid or volunteer, who is able to devote at least three hours a day to fundraising?

Yes  No  Not sure

Do you have up-to-date mission and vision statements for your organization?

Yes  No  Not sure

If you asked staff and board members to state your organization's mission and vision statements, could they all do so, and would all their statements match?

Yes  No  Not sure

Can you list the key markets for your services?

Yes  No  Not sure

Do you know how each of your markets would describe your organization's image?

Yes  No  Not sure

Does every one of your board members help raise funds for your organization?

Yes  No  Not sure

Is every one of your staff and board members committed to and enthusiastic about your organization's mission and services?

Yes  No  Not sure

Do you have resources earmarked especially for fundraising?

Yes  No  Not sure

Does your budget include money for training?

Yes  No  Not sure

Do you have resources to hire a consultant?

Yes  No  Not sure

Do you have collaborative relations with other nonprofits?

Yes  No  Not sure

Is your technology up-to-date?

Yes  No  Not sure

Do you have a strategic plan for your organization?

Yes  No  Not sure

Do you keep in regular contact with the media about your organization and its events?

Yes  No  Not sure

Do you have good relationships with corporate leaders in your community?

Yes  No  Not sure

Do you have up-to-date versions of at least seven of the following materials describing your organization?

<input type="checkbox"/> brochure	<input type="checkbox"/> newspaper clippings
<input type="checkbox"/> marketing piece	<input type="checkbox"/> case statement
<input type="checkbox"/> direct mail letter	<input type="checkbox"/> wish list
<input type="checkbox"/> special event invitations	<input type="checkbox"/> video
<input type="checkbox"/> newsletter	<input type="checkbox"/> slide show
<input type="checkbox"/> press releases	<input type="checkbox"/> public service announcement (PSA)
<input type="checkbox"/> annual report	

Yes  No  Not sure

Can you name everyone who gave to your organization more than once last year?

Yes  No  Not sure

Scoring: Give yourself 10 points for every "yes," and score yourself as follows:

<input type="checkbox"/> 0-40	A ticket to disaster. You won't be ready for fundraising for a while. Better start with the basics.
<input type="checkbox"/> 50-90	A good start; concentrate on firming up your foundation.
<input type="checkbox"/> 100-130	A bit of fine-tuning needed; pinpoint where you need to focus your work.
<input type="checkbox"/> 140-160	Congratulations! You're probably ready to add new sources of income.