Grassroots Fundraising Readiness Assessment

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).

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?

Scale up existing Grassroots Fundraising

Building Blocks/OD Support
Getting to Baseline:
- Stabilize financial plans
- Sharpen mission/messaging
Building Culture & Systems:
- Strengthen systems components such as communications, database
- Train in financial literacy
- Encourage board and staff dialogue on culture of money and rationale for GRFR
- Encourage dedicating/hiring staff to focus on GRFR

Overall resistant

Overall interested

Is there willingness to develop in these areas?

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

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?

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

Results in 1-2 yrs:
- Increased Income
- New supporters
- Stronger skills
- Fundraising Culture

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

[Diagram showing flow of decision-making process]