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## Campaign Readiness Important Issues to Consider

<b>Rate these statements:</b>	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
<u>Credibility in the community</u>					
We meet our mission well.	5	4	3	2	1
We are well regarded in the community.	5	4	3	2	1
We compete well for philanthropic resources.	5	4	3	2	1
We have done a good job recognizing our donors in the past.	5	4	3	2	1
Our case for support is compelling.	5	4	3	2	1
<u>Internal consensus</u>					
The goals of the campaign fit with our mission.	5	4	3	2	1
The board and staff agree on the importance of the project.	5	4	3	2	1
<u>Staff and volunteer resources</u>					
Our board is effective.	5	4	3	2	1
Our executive leadership is effective.	5	4	3	2	1
Our fundraising staff is effective.	5	4	3	2	1
Key executive staff will remain in place for the duration of the campaign.	5	4	3	2	1

**Rate these statements:**

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
<u>Campaign leadership</u>					
We can readily recruit a group of campaign leadership volunteers to make gifts and leverage their own giving with others.	5	4	3	2	1
We have identified candidates to chair the campaign.	5	4	3	2	1
Our potential volunteers are likely to be able to focus their time and other resources on the campaign for at least a two-year period.	5	4	3	2	1
<u>Donor base</u>					
We have a natural constituency that would be interested in and capable of supporting the campaign.	5	4	3	2	1
We have identified enough prospective donors who are likely to contribute to the campaign.	5	4	3	2	1
Our top fifty donors will be able to contribute at least 75% of the goal.	5	4	3	2	1
<u>Additional investments</u>					
We have made a realistic assessment of the resources that must be committed to staff and volunteer training and to appropriate support materials for the campaign.	5	4	3	2	1
We have the financial resources necessary to invest properly in the campaign.	5	4	3	2	1

The organization should score a 4 or 5 on **each** statement to be considered ready for a campaign.