

Fund Raising Questionnaire

How are your specific funding goals set?

What is the minimum "sustainable revenue stream"? What is the maximum objective?

Do you have a fundraising committee? How many individuals sit on this committee? How often does it meet?

Is a comprehensive time/events schedule made and assigned to the committee?

How is the committee held accountable for its performance?

What materials are used in the funding campaign? How often is this material reviewed and updated?

How often is the fund raising plan itself revised? Who approves the plan for implementation?

What is the budget for the fund raising committee? Who submits the fiscal projects for the committee?

What is the committee's track record for meeting targets and milestones?

What is the committee's record for attaining the fund raising goals?

What training is provided to committee members?

What percentage of your funding is received from individuals, corporations, foundations, grants, and other sources?

How much of your funding goals are derived from activities? Internal sales?

Is there a written and compelling case for support for each type of donor?

Are you using email in connection with fundraising?

Do you have a "Donate Now" section on the Internet? Do you use auto responders?

Do you sell products or services via the Internet?

Are you using Internet sites for advocacy, news, alerts, or calls to action?

Are you getting feedback via the Internet?

Does your web site have a system for Search Engine Optimization? How comprehensive is the program?

Do you have an affiliate or linking program?

Are you partnering with any organizations?

Are you using charity portals (i.e. Network for Good; Helping.org; JustGive.org)?

What are your Government grants and contracts funding cycles and objectives?

What are your Foundation grant funding cycles and objectives?

What is your Corporate grants funding cycle and objectives?

Who are the Interfaith organizations that provide support?

Do you have a membership gift level?

Are previous donors rated and evaluated for new gifts?

Is there a significant plan for major donors to obtain regular contact for cultivation and solicitation?

What is your asking strategy for prospective corporations?

What media are you using in your campaigns?

TV

Radio

Newspapers

Magazines

film

Celebrities

Community Leaders

Congress/Senate

Federal Government

National Ad Council

video

Databases (donors/subscribers/customers)

Do you have a comprehensive public relations campaign?

How would you describe your fund raising goals over the next 12 months?

What do you most need to achieve these goals?