

Assessing your fundraising strategies

This worksheet is designed to help you identify your strongest potential supporters and select prospective funding partners by assessing your organization's current fundraising strategies.

Begin by checking 'very good,' 'possible,' 'unlikely,' or 'unknown' for each source: individuals, foundations, businesses and corporations, government, federated fundraising organizations, and earned income.

When you have finished assessing each area of support, pick one category and describe possible strategies to add to or strengthen this funding source. Next, come up with at least three specific action steps that will help you implement your strategies. (Don't forget to add who will do what and when.)

Source	Assessing chances of support			
	Very good	Possible	Unlikely	Unknown
Individuals				
New donors				
Renewing donors				
Upgrading donors				

Source goal \$ _____

Possible strategies

Action steps

Source	Assessing chances of support			
	Very good	Possible	Unlikely	Unknown
Foundations				
Local foundations				
National foundations				

Source goal \$ _____

Possible strategies

Action steps

Source	Assessing chances of support			
	Very good	Possible	Unlikely	Unknown
Businesses and corporations				
Neighborhood businesses				
Corporations with headquarters, stores, or facilities in your community				
Corporate foundations				

Source goal \$ _____

Possible strategies

Action steps

Source	Assessing chances of support			
	Very good	Possible	Unlikely	Unknown
Government grants and contracts				
Local government				
State government				
Federal government				

Source goal \$ _____

Possible strategies

Action steps

Source	Assessing chances of support			
	Very good	Possible	Unlikely	Unknown
Federated fundraising organizations				
United Way				
Other community chests				

Source goal \$ _____

Possible strategies

Action steps

Source	Assessing chances of support			
	Very good	Possible	Unlikely	Unknown
Earned income				
Products				
Fees for services				

Source goal \$ _____

Possible strategies

Action steps