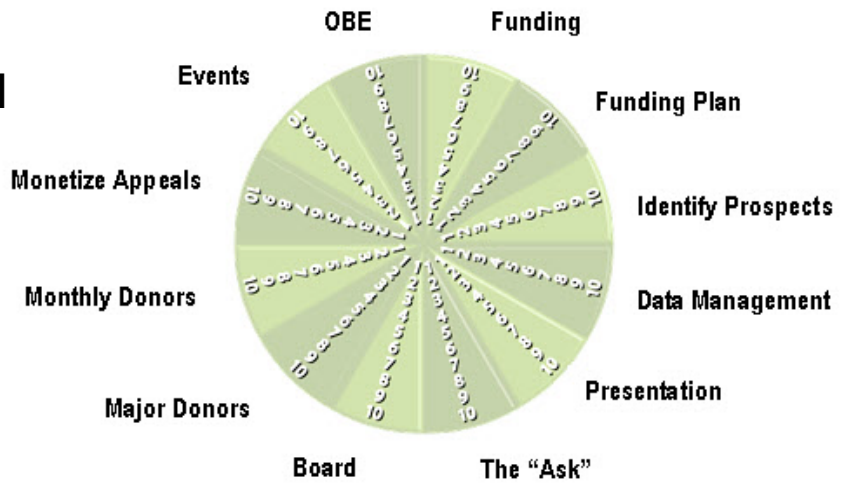


Organization Name _____

Name _____

Fundraising Effectiveness Wheel

Rate how effective you are on a scale of 1 to 10 by writing the number in the table on this page and circling the number on the wheel: 1 very *ineffective* and 10 very *effective*. Connect the numbers to see where any imbalance occurs.



Effectiveness 1=low 10=high	Category Description
	Funding – How well did you do at raising your full “ideal” budget in the last 12 months?
	Funding Plan – How thorough is your written fundraising strategy or plan, and how well is it working?
	Identify Prospects – How effective are you at identifying prospective donors and filling your fundraising funnel?
	Data Management – How well does your donor/prospect database work to track all communication, next steps, etc?
	Presentation - How effective is your 1-on-1 fundraising presentation in engaging donors for support?
	The “Ask” – How comfortable and effective are you in “asking” for financial support?
	Board – How engaged and effective is your governance board in helping you raise funding for your ministry?
	Major Donors – How strong is your major donor support and how are you doing cultivating these relationships?
	Monthly Donors – How significant and consistent is your regular monthly donor support base?
	Monetize Appeals – How clear are your appeals in explaining what a donor’s gift(s) can do for those you serve?
	Events – How well do fundraising events compliment your individual donor fundraising efforts?
	OBE (Outcomes Based-Evaluation) – How well are you measuring before and after program results / outcomes?

Our Focus:

What do you need most right now (please be specific)? When do you need this by?
On a scale of 1 to 10, how committed are you to making this happen?
When you accomplish this one thing, what will be different about your non-profit or ministry? (please be specific)