

BOARD FUNDRAISING CULTURE ASSESSMENT

The questions listed below cover the 15 key elements of a fundraising culture and can help your board identify the rules, agreements, and traditions that govern its approach to fundraising.

1. Are prospective board members made aware of their fundraising responsibilities before they are elected to the board?
yes no sort of/maybe/not certain

2. Are fundraising responsibilities and personal giving included in the board member expectation agreement?
yes no sort of/maybe/not certain

3. Do all or almost all board members make a yearly personal “stretch” gift to the organization’s annual fund?
yes no sort of/maybe/not certain

4. Does the board chair personally solicit board members annually to ensure appropriate board giving? Does the board chair take time to personally cultivate and steward appropriate higher-level prospects and donors?
yes no sort of/maybe/not certain

5. Do the executive director and board members take time to personally cultivate and steward appropriate higher-level prospects and donors?
yes no sort of/maybe/not certain

6. Does the board’s fundraising committee organize the board’s fundraising rather than actually doing the fundraising itself?
yes no sort of/maybe/not certain

7. Is the organization’s mission statement clear, concise, and compelling? Can all board members recite it?
yes no sort of/maybe/not certain

8. Beyond just reciting the organization’s mission statement, can at least 80 per cent of board members convincingly articulate the case for support of the organization?
yes no sort of/maybe/not certain

9. Does the director of development (or other staff person) identify appropriate cultivation and stewardship opportunities for board member participation?
yes no sort of/maybe/not certain

10. Have the chief executive and director of development presented a clear fundraising strategy to the board and solicited board input?
___yes ___no ___sort of/maybe/not certain
11. Do the chief executive and board chair organize meeting agendas to give clear priority to fundraising?
___yes ___no ___sort of/maybe/not certain
12. Do the chief executive and board chair plan annually for board training opportunities in fundraising?
___yes ___no ___sort of/maybe/not certain
13. Do the chief executive, board chair, and director of development publicly acknowledge and recognize board members who are fulfilling their fundraising responsibilities?
___yes ___no ___sort of/maybe/not certain
14. Is there a total board-giving goal in the budget?
___yes ___no ___sort of/maybe/not certain
15. Does the board celebrate fundraising success?
___yes ___no ___sort of/maybe/not certain

Source: Ten Basic Responsibilities of Nonprofit Boards: The Companion Workbook. BoardSource, 2012, pages 34-35.