Fund-Raising Evaluation

Give this evaluation tool to board members before launching an annual campaign or during the self-assessment process. Board members should answer yes or no to every question, and then think of ways they can turn each no answer into a yes.

1. Do I understand the plans and program for fund-raising?
   YES   NO

2. Do I understand and endorse the reasons why someone should contribute?
   YES   NO

3. Do I contribute to the fullest measure within my means?
   YES   NO

4. Do I continually offer additions to the mailing list?
   YES   NO

5. Do I assist staff in identifying and evaluating prospects — individuals, corporations, and foundations?
   YES   NO

6. Do I share in cultivating key prospects?
   YES   NO

7. Do I make introductions for others to make a solicitation visit?
   YES   NO

8. Do I accompany others in solicitation visits?
   YES   NO

9. Do I write follow-up and acknowledgment letters?
   YES   NO

10. Do I write personal notes on annual appeal letters?
    YES   NO

11. Am I prepared to make a solicitation myself?
    YES   NO

12. Do I do what I say I will do?
    YES   NO