Are You Ready for a Campaign?

Looking Beyond the Goal

Every successful campaign begins long before the first gift. Campaign readiness isn't measured by the size of a fundraising goal. It's measured by organizational alignment, a compelling vision, philanthropic potential and the confidence to inspire transformational investment.

This self-assessment isn't designed to tell you whether you're ready to launch tomorrow. Rather, it's intended to help identify your organization's strengths, uncover opportunities for preparation and spark meaningful conversations about what comes next.

Consider each statement and select the response that best describes your organization today. As you work through the questions, remember: **The strongest campaigns aren't built on urgency. They're built on readiness.**

CAMPAIGN READINESS ASSESSMENT

	Not Yet	Early Stages	Developing	Strong	Well Established
Vision & Case					
A compelling campaign begins with a compelling reason.					
We can clearly articulate the opportunity our campaign will create.	○	○	○	○	○
Our campaign addresses a clearly defined community need.	○	○	○	○	○
We consistently communicate the impact donors can make.	○	○	○	○	○
We have clearly defined campaign priorities and realistic project costs.	○	○	○	○	○
Our case for support inspires philanthropic investment.	○	○	○	○	○
Leadership & Governance					
Campaigns succeed when leadership inspires confidence.					
Our board understands their role in fundraising.	○	○	○	○	○
Every board member will make a personally meaningful gift.	○	○	○	○	○
Our leaders can open doors and cultivate relationships.	○	○	○	○	○
We have volunteer leaders who can inspire others to support the campaign.	○	○	○	○	○
We have volunteer champions willing to serve in campaign leadership roles.	○	○	○	○	○

CAMPAIGN READINESS ASSESSMENT (continued)

	Not Yet	Early Stages	Developing	Strong	Well Established
Philanthropic Potential *Successful campaigns begin with donor opportunity—not fundraising hope.*					
We have philanthropic momentum that provides confidence for a campaign.	○	○	○	○	○
We are intentionally cultivating future major donors.	○	○	○	○	○
We have strong relationships with our top prospective investors.	○	○	○	○	○
We can identify a lead gift prospect.	○	○	○	○	○
We can envision the leadership gift structure necessary to achieve our goal.	○	○	○	○	○
Organizational Readiness *Strong fundraising requires strong infrastructure.*					
Our chief executive actively engages in fundraising.	○	○	○	○	○
We have experienced fundraising leadership.	○	○	○	○	○
Our fundraising systems support strong donor stewardship.	○	○	○	○	○
We understand the investment required to conduct a successful campaign.	○	○	○	○	○
We are prepared to sustain donor relationships long after the campaign ends.	○	○	○	○	○

What's Next?

Mostly Strong and Well Established? You are ready to explore a campaign planning study to validate campaign potential and refine your strategy.

Mostly Developing? Your organization has a solid foundation to build upon. Many organizations at this stage benefit from a structured assessment to validate potential, engage key leaders in meaningful conversation and develop a clear roadmap for the next phase of campaign preparation.

Mostly Early Stages? Now is the time to invest in organizational readiness. Strong campaigns are built through intentional preparation.

Schedule a conversation with our team.
If this assessment sparked new questions or meaningful conversations, that's a good place to begin. Whether you're exploring campaign readiness, strengthening your fundraising foundation or preparing for a future campaign, we're here to help you determine what comes next.

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