

Assessing Your Organization's Philanthropic Profile

1. Does the organization have a development office?
2. Do experienced professionals staff the development office?
3. Does the development budget include money for professional development (membership in professional organizations, conferences and workshops, books, and periodicals, etc.) for the development staff?
4. Has the organization allocated a budget for a donor software system to manage fundraising activities?
5. Do the organization's staff members understand the importance of the development function? Do staff members support the development office's efforts?
6. Does the organization seek to hire development professionals that are certified (CFRE or ACFRE, FAHP, etc.) or assist current staff in obtaining credentials?
7. Does the chief development officer attend board meetings?
8. Is the board committed to development (do they give and get money for the organization)?
9. Is there a development committee on the board?
10. Does a development officer staff this committee?
11. Is there clerical support for the chief development officer?
12. Does the development staff act and look professional?
13. Is the development office in a prominent location and does it have a professional appearance?
14. Does the organization support the Donor Bill of Rights?
15. Is the organization aware of and supportive of the AFP Code of Ethical Standards?
16. Does the organization understand the importance of donor centered fundraising?
17. Does the organization understand that it takes time to establish a development program, and that building relationships with donors is the key role of the development office?
18. Is the organization committed to work with consultants when it is appropriate to do so, and not expect staff to manage major efforts such as a capital campaign?
19. Is the CEO involved in fundraising?
20. Are there volunteers involved in fundraising?

Give your organization 5 points for each "Yes" answer!

If you scored 90-100, congratulations; your organization has a strong philanthropic culture.

If you scored 75-89, you have a little work to do.

If you scored 50-74, your organization needs some help establishing philanthropy as a priority.

If you scored less than 50, your organization needs to call the help line now!

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