

Fundraising
Consultants
Since 1913

American City Bureau, Inc.

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Readiness Factor	Rating (any number 1-10)	Score	Weight	Total
Strategic Plan (Involved Board, staff & donors, written, reviewed regularly, etc.)	[1] No Plan [5] Basic Plan & vision [10] Strong Plan in place		x 2	
Balanced Budget (Operating in red or black, debt, financial stability & credibility, etc.)	[1] Weak financials [5] Moderate financials [10] Strong financials		x 1	
Executive Director (CEO) Tenure (Internal operations, Board relations, community involvement, etc)	[1] Poor leadership skills [5] Moderate visibility [10] Highly respected		x 1	
Development Office Preparations (Internal systems, DOD, records, active communications w donors, etc.)	[1] Not prepared [5] Most systems in place [10] Strong function		x 2	
Annual Support (History of meeting goal, repeat donors, % of total list that gives)	[1] No or poor history [5] Average [10] Strong ratios		x 2	
Campaign Case for Support (Community need, impact, visibility, reflects mission, urgency & emotion)	[1] Organization need [5] Above & community need [10] Above with <i>sizzle</i>		x 3	
Realistic Goal (Challenging...but real, history, how does it relate to annual campaign)	[1] Goal beyond means [5] A chance for success [10] Challenging, yet real		x 1	
Future Budgets (Operation increase accounted, project complete & paid, endow.)	[1] Have not planned [5] Basic costs covered [10] Well accounted for		x 1	
Board Activity (Motivation, contacts, attendance, give & get attitude, visibility, etc.)	[1] Disinterested Board [5] Adequate Board [10] Strong Board		x 3	
Board Giving Capacity (Giving history, lead gift potential, sacrificial giving, etc.)	[1] Weak potential [5] Moderate capacity [10] Lead gift potential		x 3	
Leadership (Solid Chair identified of influence, affluence, clout; Best 15, Plan "B")	[1] Do not know [5] Known, must cultivate [10] Chair in place		x 3	
Volunteers (One volunteer for every 5 prospects, regular communication)	[1] No base [5] Moderate numbers [10] Strong base		x 2	
Major Gift Prospects (3 – 5 prospects per gift, Top 11 gifts = 40%; Top 111 gifts = 80%)	[1] Little knowledge [5] Somewhat of an idea [10] Strong identification		x 3	
External Conflicts (Economy, competition, etc.)	[1] Strong impact [5] Moderate impact [10] Little, if any, impact		x 1	
Total				

250+ = Go For It! 200 – 249 = Good Chance! 175 – 199 = We're Close! <175 = We need to work!