



## Are You Ready | Questions to Ask Yourself as You Consider a Campaign

### Organizational Structure

- 501c3 tax-exempt status
- State charitable solicitation license
- Approved plan of action with defined objectives
- Operational budget with financial capability for fundraising objectives
- Community awareness

### Vision

- Clear Vision and Mission Statement
- Current Strategic Plan
- Elements to develop a Case for Support
- Leadership awareness of purpose/need for campaign

### Leadership

- Strong Board of Directors' support
- Community leadership represented on board
- Executive staff buy-in
- Consideration of potential campaign leaders

### Donors

- Database of past and current donor records
- Active use of board relationships
- Prospective major donors identified (and possibly cultivated)

### Infrastructure

- Office and staff capacity to support fundraising effort
- Compelling communication tools
- Efficient database software

***We are here to help you get ready...***

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