

Campaign Readiness Checklist

This tool is designed to give you a quick look at the critical factors of campaign success and how you determine your own level of readiness. If you answer yes to at least 7 of the 10 questions, you could be ready to begin a campaign.

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| 1. We can give the time and energy a campaign will take. | YES | NO |
| 2. We have a strategic plan in writing. | YES | NO |
| 3. Our campaign goal seems reasonable. | YES | NO |
| 4. We have a good image among our constituents. | YES | NO |
| 5. We know our fundraising strengths and limitations. | YES | NO |
| 6. We have strong candidates for campaign leadership. | YES | NO |
| 7. We are raising the funds we need to meet operating costs. | YES | NO |
| 8. We have a compelling emotional hook for our campaign. | YES | NO |
| 9. We have funds to pay for the initial costs of the campaign. | YES | NO |
| 10. We have a major anniversary or milestone approaching. | YES | NO |

Please call us if you have any questions. These items are not a comprehensive listing of all the factors affecting campaigns. Over the course of the last seventeen years of planning and managing campaigns, we have learned how to blend these and many other factors into a recipe for success.

We offer a thirty-minute, no cost or obligation, review of this checklist at a board meeting. This mini-assessment can be helpful for organizations weighing the timing and viability of a capital campaign. Call us to schedule this fast-paced and informative session for your board members.