



## CAMPAIGN/GRANT READINESS ASSESSMENT

	<i>We can't answer this/This isn't us</i> 1	<i>We have a ways to go</i> 2	<i>We're getting there</i> 3	<i>We've got this</i> 4
<b>Case for Support</b>				
1. <i>We can clearly articulate the Kingdom/community problem we're trying to solve*</i>	1	2	3	4
2. <i>We understand who our beneficiaries are and the root causes of the problem we are trying to solve</i>	1	2	3	4
3. <i>We can clearly articulate the impact we already are having (in measurable terms)</i>	1	2	3	4
<b>Leadership</b>				
<u>Board</u>				
1. <i>The board is providing appropriate governance and is actively guarding the mission*</i>	1	2	3	4
2. <i>Every board member is making significant (for them) gifts</i>	1	2	3	4
3. <i>The board is supportive of and actively participating in fundraising activities</i>	1	2	3	4
<u>Executive Director/CEO/President</u>				
4. <i>The executive director is a recognized leader in the cause</i>	1	2	3	4
5. <i>The executive director has a proven track record of leading the staff and key volunteers</i>	1	2	3	4
<u>Development Leadership (whomever is responsible)</u>				
6. <i>Development leader has strong one-to-one relationships with current champions</i>	1	2	3	4
7. <i>Development leader has reasonable plan for achieving fundraising goals</i>	1	2	3	4
<b>Champion Development Indicators (P-E-O)</b>				
1. <i>Our champions are taking steps towards cause ownership (and we can prove it)*</i>	1	2	3	4
2. <i>Our champions are consistently inviting new champions to join the cause</i>	1	2	3	4
3. <i>We appropriately acknowledge champion growth steps (not just giving)</i>	1	2	3	4
<b>Financial Indicators</b>				
1. <i>We are consistently hitting income targets and meeting financial obligations*</i>	1	2	3	4
2. <i>Our income comes from an appropriately diverse range of sources (we are not overly dependent on a single source of income)</i>	1	2	3	4
3. <i>We have monthly givers whose giving creates stability in our cash flow</i>	1	2	3	4

**\*If you're below a 3 on this, start working on this first.**

## Making the Case: Building a core case statement in four steps

A core case statement contains four key elements. Walk through drafting a sentence in each of the four sections below. Then, put those sentences together for a rough draft of a core case statement.

### 1. CAUSE

**Why** do you exist? **What** must be accomplished? When making your case, you can state the problem that exists and why it exists. This is the kingdom/community problem you are trying to solve. For example, you can make a statement like:

*Every day kids are doing poorly in school because they didn't eat breakfast.*

Let's try it:

Every day \_\_\_\_\_ because \_\_\_\_\_.

### 2. ORGANIZATION

**Who** are you, **what** do you do and **where**? When making your case, you should say who you are, what you do and where you do it. For example, you can make a statement like:

*Whatcom Gospel Mission is really a group of champions who serve the homeless men, women and children in Jackson County by providing for immediate needs and working to find long term solutions that help these people rejoin our community as healthy and contributing members.*

Let's try it:

\_\_\_\_\_ is really a group of champions who serve \_\_\_\_\_ in \_\_\_\_\_ by \_\_\_\_\_.

### 3. IMPACT

**What** impact are you having? **How** can you prove it works? Your case should demonstrate the progress you are making in the cause. For example, you can make a statement like:

*Since getting started in 1998, more than 75 percent of the men who have gone through our program are employed, living on their own and plugged into a church community.*

Let's try it:

Since getting started in \_\_\_\_\_ (year), \_\_\_\_\_ (meaningful measure or outcome).

### 4. INVITATION

**Why** and **how** should others get involved. Your case should also include an invitation to DO something. For example, you can make a statement like this:

*We believe God calls us all to care for the "widows and orphans in their distress" and that these children are the widows and orphans of our community. You can join this work by volunteering to pack and serve meals, and by making donations of cash or food.*

Let's try it:

We believe God calls us all to \_\_\_\_\_ and you can join this work by \_\_\_\_\_ and by \_\_\_\_\_.

# Grant Writing — Research and Activity Tracking Worksheet



1. GRANT MAKER INFORMATION			2. NEXT STEPS			3. GRANT REQUEST TRACKING			
FOUNDATION NAME	FOUNDATION PROFILE	GRANT RANGE	DESCRIPTION OF NEXT STEP(S)	PERSON RESPONSIBLE	COMPLETED BY	REQUEST TYPE	REQUEST AMOUNT	REQUEST STATUS	DECISION DATE
1. Sample foundation	The foundation is based in Oregon and has made gifts ranging from \$10,000 to \$100,000 to other organizations that promote Right to Life causes, particularly those delivering direct care and service to at-risk or pregnant teens (according to 990).	\$25,000-\$75,000	Foundation has an online Letter of Inquiry process. If invited to submit full proposal, board meets quarterly to make decisions.	John Doe	1/15/2010				
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