

Questions for Evaluating Funding Options

1. Can this fundraising activity be integrated into program activities that are already planned? Fundraising should be embedded in all of your organization's activities, rather than as a separate part of your organization. Whenever staff members are doing programming, they should always ask themselves how they can incorporate a fundraising component, recruit members, or maintain strong relationships with existing members.	Yes	No
2. Will this strategy result in non-monetary benefits? (e.g. media exposure, new partnerships)?	Yes	No
3. Do we have the resources (upfront money, people, skills, partners, and planning time) to carry it out? Remember to consider implementation and feasibility while developing your strategy. Even the most innovative ideas will fail if not implemented properly.	Yes	No
4. Has this strategy worked well for us or groups like ours in the past?	Yes	No
5. Will our target constituencies respond well to this strategy? What is the worst thing/best thing that could happen?	Yes	No
6. Can we get everyone (staff members, board members, volunteers, etc.) involved in our fundraising strategy?	Yes	No

Sources: Munoz, Pat & Raisbeck, Liz (1996, Fall). How to Plan Your Fundraising Strategy. *River Network's River Fundraising Alert*, 3(3) & Emmett, Meredith (1991, October). *Developing a Fundraising Plan: A Step-by-Step Process*.