

	2011-12 "Back to School" Assessment for Nonprofit Development Planning & Implementation	Exemplary	Proficient	Above Average	Satisfactory	Needs Improvement
1	Our development staff and key development volunteers have a clear knowledge of the organization's 3-5 year strategic goals					
2	We have a written strategy to identify, cultivate, and recruit activity leadership and new board members that will meet our 3-5 year strategic needs					
3	Our board composite includes a balance of governance and fundraising expertise					
4	100% of our board members make annual, personal financial contributions					
5	We review our development and fundraising benchmarks at every board meeting					
6	Our board members are willing to fundraise on our behalf					
7	At every activity or campaign committee meeting, we share a story illustrating our mission, the activity " Purpose Statement ", and activity benchmarks					
8	We have a balanced, diverse funding base (grants, corporate, individual gifts)					
9	We embrace and cherish donors of time, talent, and influence on the same level as cash donors					
10	We consciously and consistently practice the art of relationship-building					
11	We have a clear profile of our current supporter constituency based on data vs. perception					
12	We have a written " Purpose Statement " for each development activity or campaign					
13	Our staff, board members, and key volunteers can clearly articulate our mission and vision in a conversational setting					
14	We know and apply the basic components for successful fundraising to every development activity or campaign					
15	The volunteer leadership of our development activities assists in the setting of goals and strategies					
16	We practice " due-diligence " in the interviewing and recruitment of governance and development volunteers					
17	We educate, engage, support, and cherish our advocates in the greater community					
18	We view community support as potential partnerships vs. an entitlement to support "because we do good work"					
19	We cautiously select alliances, partnerships, and prospective supporters who share core values and care about our mission					
20	We have a " Top 100 " list of individuals with whom we share core values and a common vision and have written strategies for engaging them					
21	We follow through on our promises to volunteers and community partners; our stewardship goes well beyond the thank you note					
22	We regularly seek advice from individuals on our "Top 100" list					
23	We have a formal process following each development activity to identify future opportunities					
24	We have an evaluation system that assesses accountability for goals and benchmarks with a commitment to intervene as needed					
25	We foster a strong continued relationship with individuals who have served or been honored by our organization in the past					