

## CAMPAIGN READINESS CHECKLIST

<b>Point Range</b>	<b>Your Score</b>	
0 - 15	_____	1. A sound plan for the future
0 - 15	_____	2. Qualified lead gift procedures
0 - 10	_____	3. Capable/qualified executive staff
0 - 10	_____	4. Capable volunteer leadership
0 - 10	_____	5. An involved, concerned governing board
0 - 10	_____	6. A history of support
_____		<b>Subtotal A: out of a possible 70 points</b>
0 - 5	_____	7. A positive reputation/track record
0 - 5	_____	8. A capable, qualified development staff
0 - 5	_____	9. A compelling case for support
0 - 5	_____	10. A prospect development plan and research system
0 - 5	_____	11. A creative, fundraising communications program
0 - 5	_____	12. An efficient record keeping system
_____		<b>Subtotal B: out of a possible 30 points</b>
_____		<b>Total out of a possible 100 points</b>

**A score below 75 would indicate that your organization is not ready to mount a major campaign and should work on each of the elements with a low score.**