



A Capital Campaign Readiness Checklist

Created by Evolve Giving Group

A Capital Campaign Readiness Checklist

Circle a number for each statement below:

0 = Serious Problem; 1= Poor; 2 = Weak; 3 = OK; 4 = Strong; 5 = Goal Completed

Our organization has a solid leadership infrastructure.	0 1 2 3 4 5
Our board members are influential in the community.	0 1 2 3 4 5
Our board is in full agreement of our campaign plan.	0 1 2 3 4 5
We have identified potential campaign leaders.	0 1 2 3 4 5
We currently have a major gift program in place.	0 1 2 3 4 5
We have a well cultivated and involved group of donors.	0 1 2 3 4 5
We can identify 15-20 potential sources of major gifts.	0 1 2 3 4 5
We have experienced, capable development staff.	0 1 2 3 4 5
Our back-office operations function smoothly.	0 1 2 3 4 5
We have a system for tracking pledges.	0 1 2 3 4 5
We have a plan for funding the campaign budget.	0 1 2 3 4 5
We understand the value of a campaign feasibility study.	0 1 2 3 4 5
Our need is well established, urgent and understood.	0 1 2 3 4 5

A Capital Campaign Readiness Checklist

Circle a number for each statement below:

0 = Serious Problem; 1= Poor; 2 = Weak; 3 = OK; 4 = Strong; 5 = Goal Completed

We have an updated strategic plan.	0 1 2 3 4 5
We have an updated master facilities plan.	0 1 2 3 4 5
We are well respected in the community.	0 1 2 3 4 5
There is confidence in our organization and its leadership.	0 1 2 3 4 5
The fundraising environment is good right now.	0 1 2 3 4 5
Our board understands its role in fundraising.	0 1 2 3 4 5

Scoring Totals

75 - 90

You are ready to launch your campaign!

60 - 74

You need a little time to strengthen your program/organization.

45 - 59

**Take a step back and seriously re-evaluate.
You are not ready for this campaign.**

0 - 58

**Go back to the basics;
you have some rebuilding to do.**