

6 questions

trustees should ask
their fundraisers:

Fundraising is often an area in which many trustees have little or no experience, but many of the skills they have from their business lives directly apply: having a clear strategy, thinking long term, understanding the budget, checking out the competition, exploring the data, knowing your customers, and taking a leadership role. These questions will help explore vital aspects of the fundraising health of their organisations:

What is the strategy?

Focusing only on annual income will stifle growth. Ask about past fundraising growth and future plans. It will help you understand the strategy and the pressures that fundraisers face.

How is the budget?

No strategy works without appropriate investment, and asking how the budget has changed over the last five years can be illuminating. What are the stretch points? Are you over- or under-invested?

How do we benchmark?

It is hard to judge fundraising performance without noting what 'good' looks like. Be sure to understand what other organisations are achieving and your comparative strengths and weaknesses.

Who are our donors?

Leaders should be able to provide you with data on the number of donors, how they are recruited, and how much they are giving. If not, it indicates a lack of resources in data management.

How is donor care?

Are you stewarding your donors? Are you losing many each year? The value of donor care cannot be underestimated. As their numbers increase, so should the time and investment in their care.

How can we help?

Fundraising is a team game, and leaders cannot deliver results without the whole team behind them. Trustees should lead by example and make a thoughtful gift and champion fundraising.