Tool 3: Six C’s for Fund Development Success

Successful fund development is built on a foundation of internal strengths and external opportunities, always cognizant of constraints. Here are six ingredients your organization needs to support your fund development efforts. Specifically, if you anticipate planning a campaign, the questions in each category can help you determine your degree of readiness.

CASE
A case statement that clearly articulates the importance of your work in a way that compels people in the community – and perhaps outside of the community – to support you.

▪ What is the difference we make to the constituency we serve?
▪ How are we uniquely positioned to do this?

CONSTITUENCY
A base of supporters that regularly and generously invests in your organization’s work.

▪ Who are our supporters? Who should be our supporters? Who would support us if they knew more about us?
▪ How important is our issue to the people who support us? Is this their #1?

CAPABILITY
A board with experience cultivating, soliciting, and appreciating major donors, and a professional staff with the skills and depth to guide fundraising at a higher level.

▪ Do we have a team of people with the breadth and depth of experience needed?
▪ Is our fundraising strategy best supported by a specialists or athletes?

CAPACITY
Skills at both the board and staff levels, with an all-hands-on-deck concentration and focus for successful fundraising campaigns in particular.

▪ Do we have enough people to support the additional functions of a campaign?
▪ What does not get done if a campaign is taking place?

CULTURE
Staff and board with the commitment and enthusiasm to drive the group forward in fundraising. Success starts and ends with your organization’s orientation toward fund development: if your organization has a strong culture of philanthropy, you will likely have more fundraising impact.

▪ Does the board embrace its governance responsibilities in fund development?
▪ Is there a commitment to accountability, improvement, and teamwork?