

STRONG PARKS, STRONG COMMUNITIES

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?*