

New York State Archives

Strengthening Archives

Fundraising Assessment Objectives

- Your repository has identified specific projects for grant funding
- You have set realistic goals for fundraising
- You have a written case statement for raising funds
- You consistently publicize your fundraising campaigns
- You regularly acknowledge donors for their contributions

Assessment Question	Yes	No	Needs Improvement	Areas for Improvement
Have you identified appropriate projects for grant funding and researched sources of grant funding?				<ul style="list-style-type: none">• Consult your strategic plan for projects appropriate for grant funding.• Conduct a needs assessment to identify projects for grant funding.• Research a variety of possible grants to fund your projects.• Write and submit grant proposals.
Have you set realistic goals for your fundraising campaign?				<ul style="list-style-type: none">• Estimate the number of potential donors to your campaign• Estimate their potential levels of giving.
Do you have a written fundraising plan?				<ul style="list-style-type: none">• Form a committee including board members, staff, and volunteers to develop a fundraising plan.• Consult your strategic plan, mission statement, and any needs assessments to develop your fundraising plan• Identify challenges your repository faces and possible

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Assessment Question	Yes	No	Needs Improvement	Areas for Improvement
				solutions <ul style="list-style-type: none">• Identify a variety of funding sources to include in your plan
Have you developed materials to publicize your fundraising efforts?				<ul style="list-style-type: none">• Draft a solicitation letter requesting support.• Publish articles in newsletters describing your fundraising campaign.
Do you regularly acknowledge donors for their contributions?				<ul style="list-style-type: none">• Consistently send thank-you letters to your supporters• Host an open house or similar event to recognize your donors.