

ARE YOU READY FOR US FUNDRAISING? Self-evaluation checklist

Whether a non-profit organization based outside the United States can successfully raise funds from American sources, depends on many circumstances. We have identified some of the qualities that define organizations that are succeeding in the American market.

Question	Response
1. Is your organization legally registered in your home country as a non-profit?	<input type="checkbox"/> Yes <input type="checkbox"/> No
2. Are some of the 'beneficiaries' of your organization based outside of the immediate proximity of your offices?	<input type="checkbox"/> Yes <input type="checkbox"/> No
3. Is your annual expenditure above US\$ 500 000?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4. Do you currently raise any income from private sources (individuals, foundations or corporations)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5. Do any of your board members donate their own or their corporation's money to your organization?	<input type="checkbox"/> Yes <input type="checkbox"/> No
6. Do you have 10 or more fulltime staff?	<input type="checkbox"/> Yes <input type="checkbox"/> No
7. Is any of your staff currently assigned to fundraising duties?	<input type="checkbox"/> Yes <input type="checkbox"/> No
8. Do you expect that your board members, if asked and instructed properly, will help the staff to raise funds?	<input type="checkbox"/> Yes <input type="checkbox"/> No
9. Do you have any professional or personal contacts in the US to whom you, with advice, could speak about fundraising?	<input type="checkbox"/> Yes <input type="checkbox"/> No
10. Can you identify one or more specific projects, each with its own expense budget, for which you could request support?	<input type="checkbox"/> Yes <input type="checkbox"/> No
11. Can you identify other organizations doing work similar to your own, based in any country?	<input type="checkbox"/> Yes <input type="checkbox"/> No
12. Can you afford to invest 12-18 months of time and resources before earning a cash return from a US fundraising initiative?	<input type="checkbox"/> Yes <input type="checkbox"/> No
13. Can your chief executive make time to participate in a US fundraising program?	<input type="checkbox"/> Yes <input type="checkbox"/> No
14. Do you have a senior staff person who can take primary responsibility for implementing the program on a week-to-week basis?	<input type="checkbox"/> Yes <input type="checkbox"/> No
15. Are organizational circumstances stable enough for implementation of a new initiative, e.g. no change in chief executive or financial crisis?	<input type="checkbox"/> Yes <input type="checkbox"/> No

KEY

8 or more YES = a possible candidate for US fundraising
7 or less YES = an unlikely candidate for US fundraising