

Tracking your fundraising effectiveness

Many aspects of your fund development practice influence your organization's sustainability and success. (Hint: As we've said before, dollars raised are important but not the only indicator you'll want to look at!) If your organization needs help to evaluate its practices and performance — and to enhance success moving forward — Thurlow/Associates is here to help.

Our far-reaching development review helps you reflect on important performance indicators related to prospecting, retention, conversion and more. Based on results, we can then help you to develop robust strategies that are tailored to your organization's specific needs, goals and capacity.

There are some publicly available resources that can introduce you to the basics of fundraising data analysis if you'd like to learn more before considering outside counsel. For example, you can use the Association of Fundraising Professionals' Excel-based Fundraising Fitness Test (available online) to input and analyze various information from your donor database. (Follow the instructions provided to compare your year-over-year gains and losses in multiple fundraising activity categories.) You can find the Fundraising Fitness Test at www.afpfp.org. If you've already conducted an internal analysis of your performance, consider contacting us to help you enhance your success moving forward.

To learn how Thurlow/Associates can help you evaluate your fund development performance to date — and develop effective strategies for a more sustainable future — contact us for a no-cost consultation. You can reach us at (310) 675-6497 or at hello@thurlowassociates.com.