The Campaign Readiness Assessment User Guide

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The assessment asks about fifteen organizational conditions relevant to a fundraising campaign. Your responses organize areas of agreement and questions that need further attention.

What This Is

The Campaign Readiness Assessment is a short interactive tool. You mark where your organization stands on each of fifteen foundation elements, and your readiness report writes itself as you answer - including a short list of what to shore up first.

Successful fundraising is built on a strong foundation. Use the report as a discussion aid for leadership and planning. It groups your responses and identifies unanswered items. It cannot establish a feasible fundraising goal or predict campaign success.

How to Use It

1. Tell it about your organization. Name and what you are weighing right now - both optional. If you plan to think the results through with an AI tool afterward, keep these general and leave out confidential details.
2. Mark where you stand on each element. For all fifteen, choose In good shape, Work in Progress, Needs Further Research, or Not yet.
3. Read your report. It assembles itself as you go, with your readiness picture and what to shore up first.

Put Your Report to Work

Press Copy report, then take it one of two places. Open ChatGPT, Claude, or any AI assistant, paste it in, and ask it to help you prioritize the gaps and draft a plan - your report becomes the starting point for a working session. Or send it to Anne Murphy and talk through your campaign with the person who built the assessment.

Pass It On

The assessment is free and yours to share. Every board considering a campaign should see its own readiness picture before it votes on a goal.

Start the Campaign Readiness Assessment >
https://www.empoweredfundraiser.com/campaign-readiness-assessment.html

Fundraising Strategy Session

Talk through a fundraising question with Anne. She'll help you make sense of the situation and decide what to do next. You get clear next steps, the replay, and a follow-up playbook.

Book your strategy session > https://www.empoweredfundraiser.com/executive-strategy-session.html

Questions About Reviewing Fundraising Campaign Readiness

When should we use the Campaign Readiness Assessment?

Use it to prepare for decisions about a campaign goal or public launch. Staff and board members can complete it to compare their understanding of the organization's preparation.

What if we do not know an assessment answer?

Choose Needs Further Research when you lack sufficient evidence. The resulting report helps identify the information or decisions your team needs to address.

What should we do after reviewing the assessment?

Discuss the unresolved questions and assign responsibility for gathering information or making decisions. You can use the report in a conversation with Anne about the preparation your campaign requires.