

Testing Your Board's Campaign Readiness

At the first hint that the organization may be headed toward a campaign, even if the launch date is a year or so in the future, board members should begin preparing themselves for their leadership role. As many an expert on governance has observed, as the board performs, so goes the advancement program -- and especially so during a campaign. When it comes to a major fundraising initiative, all eyes are trained on the boardroom.

To test the campaign readiness of your board, rate yourself against each of the following statements using a five point scale (1 suggesting you've got some serious work to do and 5 indicating exemplary performance on the part of the board).

The board is at full membership and attendance at meetings is strong.

1	2	3	4	5
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Board members own the organization's plan for the future because they helped shape it in partnership with the CEO.

1	2	3	4	5
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Board members support the organization with their annual gifts and daily prayers.

1	2	3	4	5
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Board members are prepared to make (or at least are willing to consider) their sacrificial leadership gifts to the campaign.

1	2	3	4	5
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Board members are committed to the idea of a campaign and are willing and able to recruit others to the effort.

1	2	3	4	5
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A majority of board members have major gift experience or are willing to learn.

1	2	3	4	5
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A majority of board members are able and willing to put in the extra time required for campaign meetings and events and solicitation calls.

1	2	3	4	5
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Board members understand that the bulk of campaign support will come from individuals, not from foundations or businesses.

1	2	3	4	5
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TOTAL _____

A score of 35 to 40 points suggests the board is primed to lead the way toward a successful campaign effort. A total of 20 to 30 is a clue that there's some educating to be done. A score of less than 20 means the board and the organization have serious work ahead before tackling a campaign.

If board members begin doing now the things they'll need to do later, the transition to campaign mode is a whole lot easier. By starting early, any board can be campaign ready.

NOW THAT YOU KNOW YOUR SCORE, GIVE BASINGER CONSULTING A CALL.

Whether board members are primed and ready to roll or could use some prepping on campaign basics, BASINGER CONSULTING can help.
Don't let the board be the weak spot in your campaign plans.