

# BOOK CLUB DISCUSSION QUESTIONS

THE 60-MINUTE GUIDE TO

## BUILDING THE INFRASTRUCTURE FOR SUCCESSFUL NONPROFIT FUNDRAISING



10 ESSENTIAL BUILDING BLOCKS FOR  
NONPROFIT FUNDRAISING

TRACY VANDERNECK, MSM, CFRE



[WWW.PHIL-COM.COM](http://WWW.PHIL-COM.COM)

### **BUILDING BLOCK 1 - CASE FOR SUPPORT**

- How would you describe the need your organization meets without mentioning your organization? Just describe the need/situation/problem.

### **BUILDING BLOCK 2 - CULTURE OF PHILANTHROPY**

- What efforts can be made to help your organization's staff achieve/maintain a positive feeling/attitude about fundraising to support the mission?

### **BUILDING BLOCK 3 - STAFFING**

- If your fundraising department could be optimally staffed, what positions would you hire? Which would you hire first and why?

### **BUILDING BLOCK 4 - GOALS & BUDGETING**

- Do you have any previous years' fundraising numbers to compare to help you accurately project next year's goal? If not, how will you project what can/will be raised by each "type" of fundraising?

### **BUILDING BLOCK 5 - TECHNOLOGY**

- Does your organization use a donor relationship management (DRM) system? Which one? In what ways could you use your fundraising system more effectively?

### **BUILDING BLOCK 6 - DEVELOPMENT METHODS & PLANS**

- Does your organization use a number of different methods to ask for/secure funds? Which are most effective? What is a new way you could try appealing for support?

### **BUILDING BLOCK 7 - PERFORMANCE INDICATORS**

- What metrics do you track for yourself? What types of information do you share in reports to the board of directors? Do you think you should be sharing more info or less?

### **BUILDING BLOCK 8 - DEVELOPMENT COMMITTEE**

- Do your organization's bylaws allow for non-board members to participate on the development committee? What are some ways the committee could champion fundraising with the full board of directors?

### **BUILDING BLOCK 9 - POLICIES, PROCEDURES, & ETHICS**

- Does your organization have a board-approved Gift Acceptance Policy? What policies and/or procedures do you think your development department needs that it doesn't currently have?

### **BUILDING BLOCK 10 - FUNDRAISING EVOLUTION**

- Does your organization follow a donor-centered or community centered approach? What would a Human Focused Fundraising® approach look like at your organization?