

Achieve Development Review

The traditional method for assessing fundraising potential is commonly called a development audit. The development audit examines fundraising history, planning, results, board governing documents, marketing plans, and fundraising materials. Audits involve interviews of the board, staff members and external stakeholders. The results are presented in writing with recommendations detailing the challenges and how to address them. On average the cost of a development audit is \$10,000-\$17,000 and can take 10-15 weeks to complete.

Many organizations seek this type of assessment. What they lack is the ability to afford this extensive internal exam. In response, Achieve has developed a Development Review. The Development Review is an analysis of current fundraising programs with strategies to reach fundraising potential.

During the Development Review, Achieve examines recent fundraising results to determine if there are any trends of significance and potential opportunities to increase revenue. Achieve reviews current and past fundraising plans to determine effectiveness and potential improvements.



Personal interviews are conducted with the board chair, development committee chair, CEO, and development staff. Achieve will ask a series of questions designed to determine the following: how deep is the overall knowledge of fundraising, how committed is the organization to executing fundraising strategies, is fundraising a priority, and what is the strategic direction of the organization.

A final report will offer an executive summary of the findings and answer the following: ***Why and how will change to the fundraising program benefit the organization?*** The report will contain a set of recommendations to improve fundraising results. The recommendations will address how to get volunteers incorporated into the fundraising process, changes to the board that will improve fundraising results and the improvements necessary to reach fundraising potential.

This approach has two advantages...it is less costly and takes less time. While not as complete as the development audit, the cost of doing nothing could be greater. Costs of the Development Review average \$7,500 but can vary depending on the complexity of the organization.