



Assess Effectiveness, Achieve Maximum Impact

Focused Process Delivers Critical Review Quickly, Affordably

Too often, nonprofit organizations with underperforming development programs launch into expensive, lengthy process overhauls without asking one key question: How will these changes really benefit the organization and our constituents?

The Achieve Development Review offers the insight needed to answer this question. Resulting in clear strategies for reaching maximum fundraising potential, it ensures that the changes you make are necessary, constructive and effective. And it does this in a focused, lower-cost alternative to more typical development-program assessments.

During the Development Review, Achieve examines recent fundraising results to reveal development trends and identify opportunities for increasing revenue. In addition, Achieve reviews current and past fundraising plans to determine effectiveness and potential improvements.

Through personal interviews with the board chair, development committee chair, CEO and development staff, Achieve determines the depth of the organization's fundraising knowledge, its commitment to executing fundraising strategies, the priority it puts on fundraising, and a new strategic direction.



A final report offers an executive summary of the findings and offers a set of recommendations designed to improve fundraising results, get volunteers incorporated into the fundraising process, guide effective board change and implement other improvements required to reach fundraising potential. The Development Review costs an average of \$7,500, but cost can vary depending on the complexity of the organization.

Compare this to a more traditional method for assessing fundraising potential: the development audit. A valuable tool for increasing development effectiveness, its cost and time requirements unfortunately make it impractical for many nonprofits: On average, a development audit costs \$10,000 to \$17,000 and takes 10-15 weeks to complete.

Achieve created the Development Review to provide needed services in a format that is less costly and time-consuming. While not as exhaustive as the development audit, Achieve's Development Review certainly offsets the cost of doing nothing.

Learn more about Achieve

For information about how Achieve can help increase your impact, visit Achieve's Web site (www.achieveguidance.com) or call 317-637-3000.