

Culture of Giving Assessment

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Fundraising Attitudes

Please circle your response

Everyone in our organization plays a role in fundraising, either directly or indirectly, and we see everyone as part of our fundraising team.	1 - 2 - 3 - 4 - 5
Fundraising is a "necessary evil" that allows us to do our important work, but if we had another viable option for revenue, we'd take it.	1 - 2 - 3 - 4 - 5
Gifts from individual donors are an integral part of our organization's revenue model.	1 - 2 - 3 - 4 - 5
It's dog-eat-dog in the non-profit world right now: there is so little money and more organizations out there than ever, and we all have to compete for the same dollars.	1 - 2 - 3 - 4 - 5
We invest in our fundraising program (such as development staff, data base, and training) because we see the value of this expertise and infrastructure to our work.	1 - 2 - 3 - 4 - 5
We can't count on our board to help much with our fundraising efforts.	1 - 2 - 3 - 4 - 5

Asking Attitudes

Please circle your response

We meet individually with donors in person on a regular basis to ask for money.	1 - 2 - 3 - 4 - 5
Our fundraising committee (or team if there is no volunteer group) spends most of its time on planning and preparing for events.	1 - 2 - 3 - 4 - 5
Several of our board members are comfortable asking donors for a contribution.	1 - 2 - 3 - 4 - 5
We are careful never to ask too much of our donors.	1 - 2 - 3 - 4 - 5
We seek donors who are passionate about our mission and vision, and we are comfortable with people saying no if that is not the case.	1 - 2 - 3 - 4 - 5
We ask for individual donations primarily through mail campaigns or large events.	1 - 2 - 3 - 4 - 5

Donor Attitudes

Please circle your response

In person meetings with very wealthy donors can be awkward for our staff because that is just not who we are.	1 – 2 – 3 – 4 – 5
We offer donors many ways to connect with our work, such as tours, volunteer opportunities, and information about the return on their investment.	1 – 2 – 3 – 4 – 5
We don't ask our clients (or constituents) for gifts because it's not fair to them, they are struggling enough and we don't want to put them in that position.	1 – 2 – 3 – 4 – 5
We feel comfortable pushing back when a big donor questions us, because we believe in frank dialogue and not sugar coating our beliefs.	1 – 2 – 3 – 4 – 5
We put a great deal of extra time and care into preparing for meetings with our wealthiest donors.	1 – 2 – 3 – 4 – 5
We have a board and staff giving campaign, and most or all of us donate personally to our org as well as to other organizations they care about.	1 – 2 – 3 – 4 – 5

TO SCORE each section:

1. Start with Fundraising Attitudes. From that section of the quiz, **add** up the responses in the **white rows** only. Input into corresponding box below.
2. Next, from that section of the quiz, **add** up the responses in the **shaded rows only**. Input into corresponding box below.
3. **Subtract** the total from the shaded rows from the total in the white rows. You should end up with a total score between negative 12 and 12.
4. Repeat steps 1-3 for Asking Attitudes and Donor Attitudes.

		Fundraising Attitudes	Asking Attitudes	Donor Attitudes
Step 1	Total from items on white lines:			
Step 2	Total from items on shaded lines:			
Step 3	Subtract row 2 from row 1 = total			

If you scored:

+5 or above: Your attitudes in this area are healthy and are probably helping you be successful. Remember to keep doing what you are doing well!

Between -3 and +4: You have some room for improvement in this area. Although you are doing some things well, it is worth thinking about how your culture of giving could be tweaked to help you be more successful.

-4 or below: Your attitudes and beliefs are likely getting in your way when you go to raise money. Take the time to think carefully about how you can reframe your beliefs, strategies, and actions to create a healthier culture of giving.