



UNIT 5. MONITORING THE EFFECTIVENESS OF A FUNDRAISING STRATEGY

1. INTRODUCTION



their effectiveness.

In this Unit, you will learn how to monitor and measure the effectiveness of the fundraising strategy of a non-profit organisation. You should be able to apply evaluation techniques and understand the performance of fundraising in relation with organisation's needs and plans.

All organisations have their own unique aspirations, limitations, and culture that shape the way they serve their community. The only thing that non-profit organisations have in common is the benefit by assessing their fundraising strategy.

Monitoring and evaluation is crucial for the success of a fundraising activity. Increasingly, funders expect organisations to show that they are able to plan and deliver activities by learning from past successes and mistakes and improving

To improve the effectiveness of your organisation's fundraising, you first need to understand where you are. There are number of techniques and methods, which can be used to measure the efficiency of a fundraising strategy, highlight strengths and weaknesses, and find opportunities to make a greater impact.

Evaluating an organisation's fundraising performance is not just something that is used internally by management, but also by prospective donors who support organisations.

A good fundraiser should work towards being able to answer the following questions:

- How efficient is our fundraising?
- How do we compare to our competitors?
- Are we getting value for money?
- How much do we spend for every euro raised?
- What is the return on investment for different fundraising income streams?

It is also very important to start monitoring the effectiveness of your fundraising strategy with a review:

- Fundraising assets (list them)
- Fundraising results (analyse them)
- Fundraising SWOT (strengths, weaknesses, opportunities, threats)
- Fundraising audit (develop it)

Competence statements:

- You will have the skills to optimize your current evaluating methods of fundraising strategies and formulate new and effective approaches.



- You will have the skillset to successfully expand your fundraising operations into new markets across Europe.
- You will be able to show the level of effectiveness of a fundraising campaign, assessing how a fundraising strategy and activities are managed to comply with evaluation indicators.

Learning outcomes:

- Understand why evaluation is a core part of any non-profit's fundraising strategy;
- Understand the tasks required to monitor the effectiveness of a fundraising strategy
- Learn to assess how well a fundraising strategy is being performed;
- Learn to define main steps to assess and evaluate your fundraising campaign plan and results
- Know how to identify the main concepts of evaluation of a fundraising campaign

Keywords: monitoring; evaluation; methods; outputs; outcomes; grants; risk; finance; opportunities; review

Hashtag of the Unit: #FundraisingEffectiveness

Expected time: 6 hours