

Individual Donor Program Self-Assessment

1 What portion of your agency income comes from gifts from individuals?

_____ Less than 1%

_____ 1-5%

_____ 5-10%

_____ 0-25%

_____ >25%

2. How important do you think individual donors are to the long-term sustainability of your agency?

_____ Very Important

_____ Important

_____ Somewhat Important

_____ Neither Important/Unimportant

_____ Somewhat Unimportant

_____ Unimportant

3. How often do you tour individuals through your agency and programs?

_____ Not at all

_____ Sometimes

_____ Frequently but not regularly

_____ Frequently and regularly

_____ All the time

4. How many staff members including the Executive Director in your agency do any development work?

_____ None

_____ 1

_____ 2

_____ 3-4

_____ 5 or more

5. What proportion of her time does the Executive Director spend in meeting or cultivating individual donors?

_____ None

_____ 5%

_____ 10%

_____ 25%

_____ >25%