

T H E I S E N
C O N S U L T I N G L L C

7140 NORTHGREEN DR., N.E.
ATLANTA, GA 30328
PH: 770.396.7344 • Cell: 404.213.9322
FAX: 770.396.2385

Being a Fundable Organization

Usual Measures

- Mission
- Management
- Staff
- Programs
- Revenue Development

Additional, “Fundable” Measures

- Are you doing Something Important? Of course you are, but it must be *explained...*
 - Demonstrate *need*:
 - Evaluations
 - Program attendance
 - Measurement of progress
 - Is anyone else working on this problem?
 - Numbers of people affected/impacted, and *how* a particular group of people is served through your work
- How do potential funders (individuals, organizations, grant making foundations, corporations) know that you fulfill that need?
 - Organization-wide evaluation and assessment
 - Quality and performance measurements
 - Do you have “good PR” buzz?
- Innovation
 - Are you seeking new audiences to carry your message to?
 - What new programs are you contributing to your field of work?

- Replication
 - Can you do your programs over and over again? Can you help someone else deliver your excellent programs while retaining brand identity?

- Are you a Safe Investment?
 - Evidence of planning – long term and annual
 - Using tools that are accepted in the field
 - Fiscal Responsibility: money management, fund development, investment policies, budget management, sound fund raising plan that shows diversified revenue streams
 - Transparency
 - Staff, Board, Volunteers

- Partnership
 - Collaborative nature, internal and external
 - Reporting back to “investors” in a timely and appropriate manner

- Building an “Edge”
 - Professional edge = quality, value, new knowledge to the field
 - Excellent, innovative programs that advance your mission

Theisen Consulting LLC
770-396-7344
ttheisen@earthlink.net
www.theisenconsulting.com

Copyright © 2007 Theisen Consulting, LLC. All Rights Reserved