



# A 360° Institutional Fundraising Readiness Assessment

Understand your institution's true capacity for philanthropic growth.

## The Fundraising Reality

Most organizations don't lack commitment to fundraising. They lack clarity around the systems that support it.

### COMMON BARRIERS INCLUDE:

- limited executive engagement in advancement
- boards that support but don't actively fundraise
- informal or underdeveloped major gift pipelines
- overreliance on events or a small number of revenue sources
- fragmented marketing and donor communications
- infrastructure that cannot support growth

Without a clear understanding of these factors, institutions struggle to scale philanthropy or prepare for major campaigns.

Capacity assessments are widely used to identify strengths, gaps, and priorities for improvement, providing a structured foundation for growth planning.

**The Advancement Capacity Index™ provides that clarity, systematically.**

## Why This Matters Now

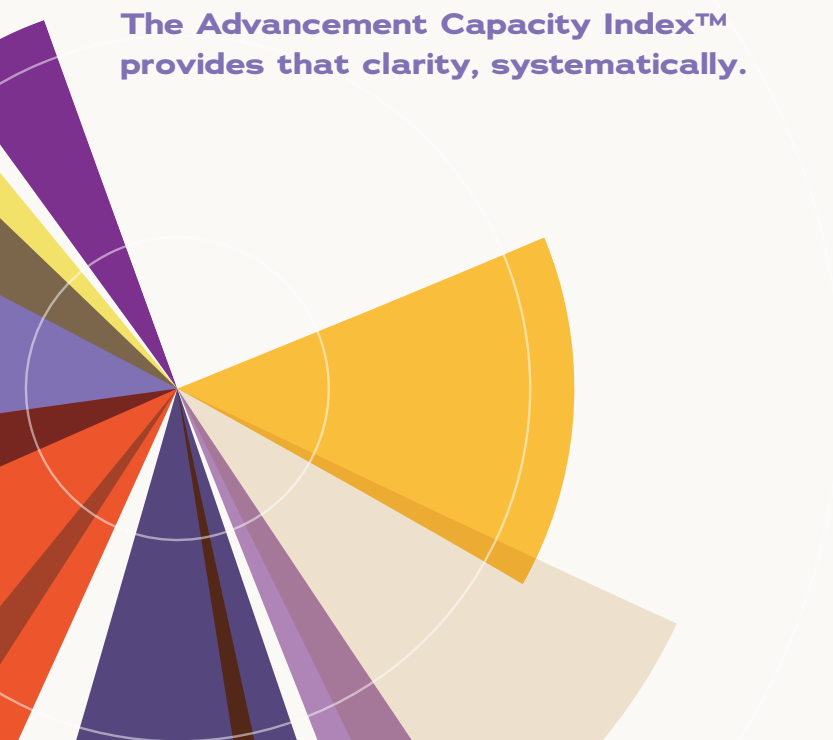
Many institutions have more fundraising potential than their current results suggest.

But growth rarely stalls because of effort. It stalls because of:

- misalignment across leadership
- underdeveloped systems
- unclear priorities
- limited donor engagement infrastructure

Fundraising success is not driven by activity alone. It is driven by institutional readiness.

**The Advancement Capacity Index™ measures that readiness.**



## What Institutions Receive

### EACH ACI ENGAGEMENT DELIVERS:

#### Institutional Scorecard

- Advancement Capacity Score
- Campaign Readiness Rating
- Revenue Stability Indicator

#### Strategic Insight

- Strengths and Structural Gaps
- Leadership Alignment Observations
- Fundraising System Maturity Analysis

#### Action Plan

- Prioritized 90-day Recommendations
- 12–24 Month Growth Roadmap

## Structured, Proven Process

### THE ACI FOLLOWS A DISCIPLINED EVALUATION MODEL:

1. Institutional Discovery
2. System Assessment
3. Benchmarking & Scoring
4. Strategic Roadmap

This ensures findings are objective, credible, and actionable.

## Start with Clarity

Before launching a campaign, restructuring your advancement team, or investing in new initiatives—understand your institution's fundraising capacity.

### WHAT YOU GAIN:

- Objective insight into strengths and gaps
- A clear view of campaign readiness
- A structured path forward

## What the ACI Evaluates

THE ADVANCEMENT CAPACITY INDEX™  
MEASURES FUNDRAISING READINESS  
ACROSS 10 CORE INSTITUTIONAL PILLARS:

- 1 Strategic Alignment
- 2 Executive Leadership Engagement
- 3 Governance & Board Effectiveness
- 4 Infrastructure & Operations
- 5 Revenue Strategy & Diversification
- 6 Major Gift Pipeline
- 7 Donor Stewardship
- 8 Partnerships & External Engagement
- 9 Institutional Narrative & Case for Support
- 10 Marketing Systems, Digital Experience, & Donor Engagement

Fundraising performance is not driven by a single function.

It is the result of how these 10 systems work together.

## Schedule an Advancement Benchmark Consultation

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