



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

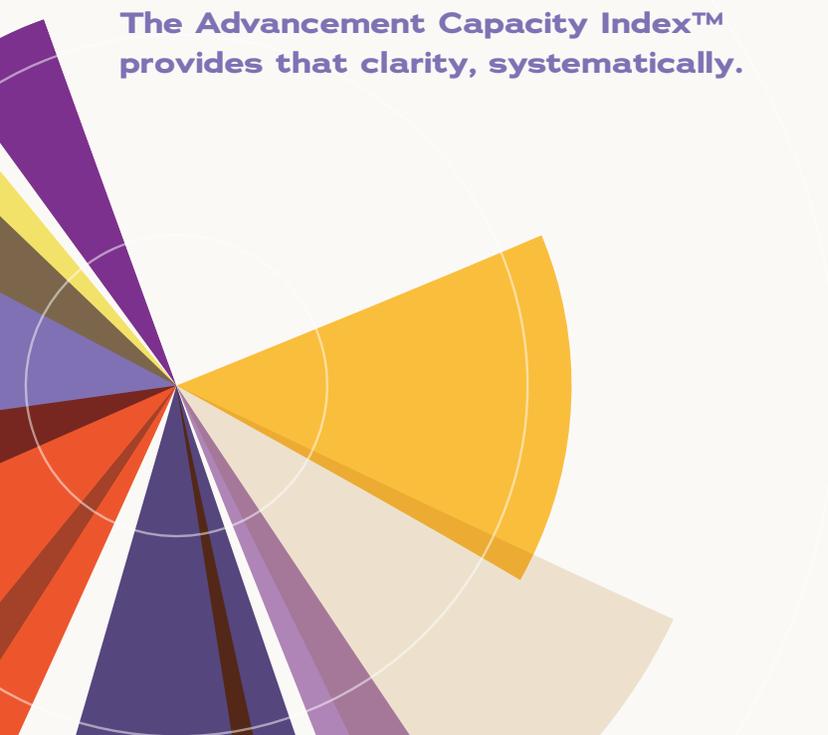
Many institutions have more fundraising potential than their current results suggest.

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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