

Diagnostic: Faculty & Staff Giving

Read each of the following statements and rate your program according to the scale below. Don't spend too much time thinking about each statement; your first instinct is usually the best one. If you're not certain, make your best guess or go with your gut instinct. If you don't think it applies, or if you feel neutral about it, rate it as 3.

Strongly agree = 5 Agree = 4 Neutral = 3 Disagree = 2 Strongly disagree = 1

1	Giving by faculty and staff is a high priority for the institution and its annual giving program.	
2	There is an appreciation for the unique characteristics of faculty and staff, the relationship that they have with their employer, and their areas of interest.	
3	There is good collaboration between advancement staff, academic units, and other campus partners related to faculty and staff giving.	
4	There are clear and realistic participation and revenue goals for faculty and staff giving.	
5	There is a calendar of faculty and staff communications, activities, and solicitations that is coordinated with other fundraising efforts (e.g., United Way, homecoming, reunion, giving days, crowdfunding).	
6	All faculty and staff receive at least one written solicitation each year that is signed by someone who will resonate with them.	
7	Multiple institutional channels (e.g., email, mail, phone, meetings) are used to engage and solicit faculty and staff.	
8	There are unique strategies in place to engage and solicit faculty and staff who also belong to other constituency segments (e.g. alumni, parents, students).	
9	Payroll deduction and recurring giving opportunities are promoted to faculty and staff clearly, receipted thoughtfully, and stewarded consistently.	
10	Ask amounts and fund suggestions are carefully considered and personalized as much as possible in faculty and staff appeals.	
11	There is a clear process for identifying, cultivating, and soliciting faculty and staff who are leadership gift and planned giving prospects.	
12	Information about planned giving is included in all faculty and staff appeals and stewardship communications.	
13	All faculty and staff gifts are promptly acknowledged regardless of gift size or designation.	
14	Faculty and staff prospects, donors, and volunteers are cultivated and stewarded through in-person and virtual events and activities.	
15	Volunteers play an important role in supporting faculty and staff fundraising efforts, and they are provided with proper training and materials to support their efforts.	

Diagnostic: Faculty & Staff Giving (con't)

16	Volunteer expectations are clearly described in a written job description that is provided to all faculty and staff volunteers and is updated annually.	
17	There are processes in place for continuously identifying and recruiting productive volunteers, as well as for dealing with those who are difficult to manage or unproductive.	
18	There are sufficient metrics, reports, and processes in place to track and evaluate faculty and staff giving on a regular basis.	
19	There are processes and systems in place to thoughtfully offer upgrade opportunities for faculty and staff who use payroll deduct or have a recurring online donation.	
20	There are communications designed to show faculty and staff the impact of their gifts each year.	

Total: _____