

Diagnostic: Acquisition

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	New donor acquisition is a high priority for our organization.	
2	Staff understand and appreciate the role that new donor acquisition plays in the donor pipeline along with retention, reactivation and leadership gifts.	
3	There are specific measurable goals for new donor acquisition.	
4	There is a schedule for acquisition appeals that incorporates a variety of channels and is planned several months in advance.	
5	There is sufficient staff and budget allocated to supporting new donor acquisition efforts.	
6	It's clear who is primarily responsible for new donor acquisition.	
7	There are sound underlying constituent engagement programs that support acquisition, especially as it relates to students, younger alumni, new parents and new employees.	
8	The size and scope of the non-donor population is quantified and understood.	
9	Predictive modeling is used as a way to prioritize prospects without any giving history.	
10	Acquisition appeals include a compelling case for support and a clear ask.	
11	Acquisition appeals are segmented and personalized based on common characteristics, interests and preferences.	
12	Acquisition appeals are designed and messaged in ways that capture attention and motive action.	
13	There are a variety of ways for donors to make gifts that are accessible and easy to use.	
14	Ask amounts are modified to appropriate levels for acquisition appeals.	
15	Giving days, challenges, crowdfunding, premium offers and other special campaigns are an important aspect of new donor acquisition.	
16	Important dates, milestones and times of year (e.g. holidays, freshman move-in, reunion) are celebrated and used to motivate first-time gifts.	
17	A/B testing is conducted regularly and results are used to inform future decisions concerning acquisition.	

Diagnostic: Acquisition (con't)

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| 18 | Surveys and focus groups are conducted to understand the perceptions of non-donors. |
| 19 | Reports are available to track key metrics (e.g., participation and response rates, new donor counts, coverage ratios) and evaluate the productivity of acquisition efforts. |
| 20 | There is a clear strategy in place to recognize and celebrate first-time gifts and to steward new donors in the months following their donation. |

Total: _____