



Development Audit: Unlock Your Potential with an External Review

Reviewing your data, systems, structures, and staffing provides a clear view of your organization's fundraising potential

A development audit will produce insights and uncover opportunities to make your fundraising efforts more efficient, donor-centric, and effective. A thorough audit provides the information needed to strengthen overall fundraising and support strategic goals for your organization.

An effective audit integrates qualitative and quantitative factors.

Qualitative findings from confidential, high-level, structured interviews with key internal and external stakeholders.

- Perceptions regarding development strengths and challenges
- Points of agreement or difference
- Identifying opportunities for you to grow philanthropy

Quantitative results from deep data analysis.

- Objective data for assessing your performance
- Realistic yet ambitious goals for the future
- Benchmarking against institutional peers

A comprehensive report summarizing observations and recommendations can guide you as you make decisions on human and financial resources needed to strengthen your development program. It can also help guide the creation of a development plan and related fundraising activities.

JGA's development audit includes:

1. Reviewing key documents

Strategic plan, annual reports, fundraising materials, prospect management data, gift acceptance policies, sponsorship proposals/ fulfillments

2. Reviewing development systems

Stewardship, staffing structure, events, online giving, grants and prospect management, gift recording, and prospect research

3. Analyzing development data

Trends, solicitation methodologies, annual funding data, sources of support, and ways to increase capacity

4. Benchmarking

Comparing revenue sources to national or peer and aspirant institutions' philanthropic trends

5. Conducting confidential interviews

Engaging key staff and volunteers

DISCOVER FOR YOURSELF.

Johnson, Grossnickle and Associates (JGA) is a premier national provider of philanthropic and strategic consulting solutions for nonprofits—yet, more importantly, we are your authentic partner, empowering you to make your corner of the world a better place.