



Development Audits

Detroit Philanthropy can help position your organization for long-term growth and sustainability by conducting a formal Development Audit. The audit assesses fundraising strategies and tactics, marketing and PR efforts, board engagement, stakeholder perceptions, and internal fundraising operations with a goal of creating an effective annual fundraising program.



Our Process

- Analyze overall donor data related to active and lapsed donors.
- Evaluate cultivation and solicitation strategies related to individuals, foundations and corporations.
- Assess fundraising events to determine ROI and overall effectiveness in meeting organizational goals.
- Assess non-event solicitation campaigns (appeal letters, grants, corporate sponsorships, etc.) to determine effectiveness.
- Evaluate marketing materials and donor messaging associated with newsletter, website, social media and other donor communications.
- Meet with board members to garner their feedback regarding challenges and opportunities related to fundraising efforts and discuss fundraising priorities.
- Conduct a Board Member Assessment Survey.
- Interview key stakeholders regarding fundraising needs and opportunities.
- Assess current staff roles and responsibilities related to fundraising.
- Review fundraising procedures and practices related to gift processing and donor management.

After reviewing and analyzing the above information, Detroit Philanthropy develops recommendations that would provide the basis for developing a comprehensive fundraising program focused on long-term stability and growth. Specifically, the report would provide recommendations regarding:

- Strategies and techniques for donor identification, cultivation, solicitation and stewardship.
- Board engagement, recruitment, retention and structure.
- Donor messaging and marketing materials.
- Internal fundraising operations (policies, procedures, staffing).

Contact us to learn how we can help you help others!

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