



10 Questions Every Executive Director Should Ask

Fundraising Leadership Self-Assessment

1. If I stepped away for 30 days, would donor confidence hold?
2. Is fundraising clearly shared across leadership, or quietly concentrated in one role?
3. Are our revenue goals grounded in capacity — or ambition?
4. Do I know our top five donors' motivations personally?
5. Are expectations rising faster than infrastructure?
6. Have I documented key relational and institutional knowledge?
7. Are board members clear on their fundraising responsibility?
8. Do we regularly review donor concentration risk?
9. Are we retaining donors at a rate that supports long-term stability?
10. Am I staying in this role by intention — or inertia?