

Winning Edge #19 – Quick Fundraising Assessment: The Four Insights



This is Trevor Bragdon with Commonwealth Partners' *The Winning Edge*: Tips to help conservatives persuade and win.

When you are fundraising, it's good to stop every so often and assess how it's going. In this Winning Edge we're diving into a quick, efficient way to evaluate your fundraising operation. It's a strategy called the Four Insights Assessment that I learned from Dave Ramsey's EntreLeadership training. This method is straightforward and can be used to analyze your fundraising, your campaign, or any project you are working on.

The questions are: What Works? What's Broken? What's Confused? And lastly, What's Missing?

1. What Works?

Let's start on a positive note. Ask yourself: What's currently working well with your fundraising? Spend a minute or two jotting down everything that comes to mind. This could be anything from successful strategies to effective tools or even team dynamics that are yielding good results.

2. Pinpoint What's Broken

Next, shift your focus to what's not working. List out everything you feel is broken within your fundraising. This is about getting all the issues out on paper, and not worrying about order or priority at this stage.

3. Clarify What's Confused

The third question to analyze is: What's causing confusion with your fundraising? It could be a muddled strategy, unclear communication within the team, or perhaps a need for more precise planning. Identifying these areas can help in streamlining your fundraising approach.

4. What's Missing?

Finally, consider what's missing. Is there a gap in your strategy, a skill that needs to be developed, or a tool that could make a significant difference? Listing these out will help you see what additions or adjustments could enhance your fundraising effectiveness.

Applying the 80/20 Principle

After answering these questions, either individually or with your team, it's time to employ the 80/20 principle, also known as the Pareto Principle. Often, 20% of inputs can lead to 80% of the results. Review your lists and identify the 20% of factors that, if improved, could resolve 80% of your issues. Highlight or circle these items.

Action Steps

Now, based on your insights, jot down three actionable steps you can take today or this week to improve your fundraising. These steps should target the critical areas you've identified and be practical enough to implement promptly.

This entire exercise is designed to be quick – taking about 5 to 10 minutes individually, or perhaps 20 minutes in a group setting. It's a powerful tool for self-evaluation or team discussion. By assessing what works, what's broken, what's confused, and what's missing, you can swiftly pinpoint areas for improvement and take decisive action.

So, give this Four Insights approach a try. Whether you're doing it solo or with your campaign team, it's an excellent way to get a clear picture of your fundraising and identify effective strategies for moving forward.