



Program
EXCELLENCE

Program Quality Standards

Raising Funds Building Block

Raising Funds Building Block

Our Raising Funds quality standards relate to:



- **Planning & Tracking** – including fundraising plans and tracking progress and results
- **Capacity** – including resources (incl. Board involvement) necessary for successful fundraising
- **Diversity of Sources** – including different funding sources to ensure stability
- **Sustainability** – including fundraising ‘pipeline’ and retaining support from existing funders
- **Donor Management** – including communicating with, engaging and recognizing donors
- **Risk Management** – including identifying and mitigating risks related to fundraising

For standards related to the Board’s role in Fundraising, see the Program Governance Building Block. For standards on general risk management, see the Planning & Financial Management Building Block.

Program Quality Standards

The Program Quality Standards are a tool to help Programs develop and grow. They were a ‘ground-up’ initiative - created with input from Programs in all Regions. The standards are for Special Olympics Accredited Programs, specifically for Program Leaders. They enable Program Leaders to understand, manage, support and deliver activities to a high level of quality.

Using the standards:

The standards are grouped into 10 'building blocks'. Within each building block, most standards have three stages. Read them from left to right – starting with Stage 1 and moving in the direction of Stage 3.

You can use the standards to conduct a self-assessment, help set goals for your strategic and operational plans, track your progress and celebrate your growth.

The standards can help you set goals in your plan, but do not replace your Program’s plan which should outline specific growth goals. You may also consider using the self-assessment tool we have created to help you.



Special Olympics Accredited Program quality standards

RAISING FUNDS

Raising Funds	Stage 1	Stage 2	Stage 3
Planning & Tracking	Program has written annual fundraising plan with targets aligned with budget	Program uses Special Olympics best practice to improve its fundraising	Program uses external best practice to analyze and improve its fundraising
	Program tracks results and reviews progress against targets twice a year	Program tracks results and reviews progress quarterly against targets	Program tracks results and reviews progress monthly against targets
Capacity	Program has basic fundraising materials and capacity to prepare/ present basic proposals to prospects	Program has identified what it can sell to sponsors, assigned a value and created a sponsorship package for each one	Program has capacity to prepare customised, professional proposals, including sponsor rights packages
	Program has tasked individuals with identifying/contacting potential funders	Program has a fundraising committee and involves athletes in fundraising	Program integrates fundraising as a core Board responsibility
	Board understands the importance of its role in supporting fundraising	Board actively pursues donations/gifts	Board secures regular, significant gifts and/or gives a personal gift
	Program has ability to complete and submit basic grant applications	Program has ability to create and submit complex grant applications	Program has a strategy for pursuing large gifts or grants
Diversity of Sources	Program has at least one source of cash funding, excluding SOI grants	Program has three or more sources of cash funding, excluding SOI grants	Program has five or more sources of cash funding, excluding SOI grants
	Program receives two or more in-kind donations of goods and services	Program receives three or more in-kind donations of goods and services	Program receives five or more in-kind donations of goods and services
		Program helps SOI to implement global or regional partnerships and campaigns	Program participates in collaborative fundraising to benefit both the Program and SOI
Sustainability	Program has a pipeline of potential funders, with solid rationale for each one	Program secures at least one new source of funds each year	Program secures at least one multi-year source of funding
	Program has a written plan to retain funders	Program has demonstrated success in maintaining existing sources of funding	Program increases support from existing funders
Donor Management	Program reports to and engages with donors and funders at least once a year	Program reports to and engages with donors and funders at least twice a year	Donor communication includes both qualitative and quantitative data highlighting donation impact
	Program implements basic donor recognition, involving athletes, such as thank you letters, phone calls, etc	Program has a formal approach to recognition, involving athletes, that is based on various levels of giving	Program has written strategies for advancing top donor relationships, involving athletes
Risk Management	Program does research to avoid disreputable donors	Written agreements are executed with donors as necessary	Program conducts risk analysis on sources of funding
	Fundraising by/with an outside party is evaluated in relation to cash control, use of SO brand and the party's reputation		