

5 Reasons to Conduct a Positioning Study

A Positioning Study is a method of gathering important information that will inform decisions about the fundraising program. It's an adaptable method that enables a non-profit to target key stakeholders and shape opinions. Such studies are usually conducted by a fundraising consultant in face-to-face interviews.

1. Your organization needs to be better known or understood.

When someone is interviewed in relation to your organization, the interviewer has a great opportunity to inform about mission and services and correct misconceptions. By including community members who are not close to your organization, you are building a broader base of understanding and support.

2. You need a compelling reason to cultivate a volunteer leader or prospect.

A volunteer or prospect is usually glad to give their insights and provide advice to your organization. The Positioning Study provides a credible way to have such discussions and further engage people.

3. Your organization needs to know what its key stakeholders think regarding your non-profit.

The study provides a platform for key stakeholders to offer suggestions, criticisms, and kudos concerning your organization. It informs the case for support, the way funds are raised, and decisions that are noticed in the institution.

4. You need to test new directions or early plans for growth.

The Positioning Study is a natural way to have "what if" discussions. The interviewer can lay out possible directions for the organization and get immediate feedback from key stakeholders.

5. You need a credible baseline in order to move forward.

The study provides a snapshot in time of how key stakeholders view various aspects of the organization. This informs directions and decisions while providing credible information for moving forward.

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