

The Fundraiser exhibits best practice and fundraising results by effectively accomplishing the following dimensions:	The FUNDRAISING BADGE validates that the earner has demonstrated the ability to lead and manage others in fundraising strategy. The individual can work with others to achieve a common fundraising goal, communicate essential ideas and concepts effectively, and maintain a degree of professionalism and ethical standards while being strategic and persistent in achieving their individual and team goals.			
	Activities/Exercises/ Outcomes/Indicators/Evidence	Developing	Competent	Accomplished
Strategy	Outline a donor cultivation strategy, from identification as a prospect to solicitation, illustrated with relevant relationship-building opportunities with appropriate MC staff engagement (including academic, administrative, and fundraising). Provide appropriate timelines and milestones to indicate movement towards an increased interest in MC programs and consideration of support.	Contributes information and ideas to the strategy process. Contributes to developing operational and tactical plans and contributes to the delivery of fundraising strategy.	Gathers and analyzes information and practice from multiple sources to support and inform the strategy process. Develops and updates operational plans that contribute to the fundraising team's strategic plan.	Informs and influences strategy formulation with supporters and other stakeholders. Leads the development and alignment of elements of the fundraising team's strategic plans. Leads the implementation of fundraising strategy and ensures alignment with organizational plans, targets, and values.
Leadership	Indicate how teamwork and sharing strategies with fundraising colleagues can enhance cultivation effectiveness for this donor/prospect. How are fundraising best practices implemented, and how can they be used and adapted by MC colleagues?	Within own team/organization, role models and encourages engagement with the requirements and expectations of the organization's stated culture, values, and practices. Acts with honesty, frankness, and objectivity, taking decisions somewhat and considering using the best evidence available. Can use personal skills and abilities to engage others in development and change.	Establishes own and team targets. Monitors and contributes to the processes, requirements, and targets established through the organization's planning processes. Leads effectively to ensure operational decisions contribute to strategic priorities. Thinks operationally and understands strategic planning and contributes to developing the organization's strategy where appropriate. Within teams and the organization ensures implementation of developments and change based on plans, targets, data, and information.	Establishes the environment and formal frameworks to support the organization's stated culture, values, and practices. Encourages feedback and challenge, supports proposals for change, and is optimistic about implementing meaningful improvements for a compelling fundraising environment. Ensures that different perspectives, viewpoints, and dissenting voices are considered. Provides effective leadership of organizational change even when this is difficult.
Relationship Building	What indicators are helpful to gauge connectivity to MC? Illustrate with examples that enhance a prospect's potential for volunteering, providing financial support, and emotional engagement with MC. Illustrate	Assists in and suggests changes for improvement in the development of internal and external communications. Supports and develops the delivery of activities that enhances supporters' and	Consistently collaborates with others, including team/department, others across the organization, and externally where appropriate. Manages, monitors, and works with others to improve the activities that deliver supporter and stakeholder	Leads, monitors, and delivers department/organizational strategic plans. Leads, develops, and oversees the activities that maintain, deliver, and enhance supporter and

	volunteer involvement opportunities to solidify donor engagement.	stakeholder satisfaction, engagement, and positive experience.	satisfaction, engagement, and positive experiences.	stakeholder satisfaction, engagement, and experience.
Data, Research, and Analysis	How are realistic solicitation levels researched and agreed upon? What relevant sources are to be considered? Rank source by relevancy and verifiability.	Identifies options and collects information and best practice relevant to developing proposals and plans. Ensures material and information are shared and explored. Analyses data and research on supporters and environments to form insights. Shares the research material and insights positively and appropriately.	Manages information and other material effectively. Identifies specific requirements and issues and develops plans, approaches, and techniques to gather relevant data and other material. Analyses data and research and develops insights to inform and assist in achieving organizational strategy and business plans.	Defines and prioritizes information and research required to achieve organizational strategic and business plans. Develops and presents insights about the organization, supporters, and environment that impact business and organization decisions.
Supporter Stewardship	What collaborative efforts can be gained from colleague interaction and sharing problem-solving ideas to maximize donor cultivation?	Understands and acts upon the individual motivations and expectations of supporters. Explores approaches and techniques with others to enhance the supporter's experience. Works collaboratively with others to deliver good practice and meet supporter needs	Works collaboratively with colleagues, other functions, and departments to promote and meet supporters' needs. Recognizes the importance of developing 'the team around the supporter' and other approaches. Seeks feedback from supporters and other stakeholders to promote the development of sustainable engagement with supporters	Works successfully to champion the role and needs of the supporter within the organization. Engages with others to design and enable creative, effective, and appropriate development activities. Ensures the balance between the organization's plans and values and supporter needs are explored.
Resilience	Indicate where plans have deviated from the original strategy and course corrections have been taken to keep prospects on track towards solicitation. What stewardship techniques can be implemented to prepare a donor for future giving to MC?	Aware of the reasons for complex situations and recognizes emotional responses to situations for themselves and others. With support, can explore new ways of managing difficult situations and identify solutions to new ways of interacting with others.	Self-aware and can understand others' actions and feelings. Communicates and problem-solve with others and individually to define the purpose and anticipate issues and identify solutions. Can identify positive outcomes and experiences for themselves and, at times, others.	Self-aware and appropriately confident of individual abilities, behaviors, and understandings in difficult situations. Able to ask for help, advice, and support in challenging scenarios. Seeks connections with others, has positive relationships with colleagues and others, and can appropriately provide support, challenge, assistance, and encouragement to others.

