



## Options assessment exercise

Once you have a long list of fundraising options, it may be obvious which are the best to pursue. Your group might be good at debating the merits of each and coming to an agreement. If you find this challenging, you can structure this discussion by doing an options assessment scorecard.

Here, each idea is graded across 3 dimension by the group – either together, or separately, with the scores being discussed. Some groups find this useful and a transparent and democratic way to make their decisions. Others may think it is totally unnecessary!

As with everything to do with fundraising strategies, the most important thing is whether it is useful to your group. In the UK, this exercise is popular among libraries and museums in their strategic decision making – for some reason, this method works for librarians! If it suits you use it. If discussion is more your style, use that.

<b>Criteria</b>	<b>Score</b> (1 - 10, with 10 being absolutely brilliant 1 being very bad)
<b>Desirability</b> (the degree to which each option meets the strategic objectives and priorities of stakeholders)	
<b>Viability</b> (the degree to which each option is financially viable and sustainable)	
<b>Feasibility</b> (the degree to which each option can be implemented)	
<b>Total score</b>	