



START

START HERE:

**A PRACTICAL FUNDRAISING
FRAMEWORK FOR INDIAN
COUNTRY MEDIA**

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**FUNDRAISING IS
RELATIONSHIP WORK**

EXERCISE 1: PEER DISCUSSION



Part 1: Shared Strengths

Discuss your unique advantages as Indigenous broadcasters compared to other public radio.



Part 2: Fundraising Obstacles

Identify the primary challenges currently impacting your station's fundraising goals.

STRENGTHS YOU ALREADY POSSESS



Deep Community Trust



Compelling Cultural Identity



Language & Storytelling Focus



Pre-existing Relationships

HONEST CHALLENGES



Smaller Donor Pools



Limited Media-Giving History



Operational Capacity



Governance Hurdles

THE FUNDRAISING READINESS SCORECARD



Internal Capacity

Staff bandwidth, board engagement, and basic systems in place



Content

Programming strength, case for support, and storytelling effectiveness



Outreach

Community visibility, relationships, and digital presence



Resource Development

Current fundraising activity and existing revenue streams

SCORING SCALE (1 TO 5)

Assess your current status

Score	Rating	Description
1	Not in place	No process or capability exists.
2	Limited or inconsistent	Ad-hoc efforts with minimal documentation or reliability.
3	Functional but modest	Established processes that meet basic requirements but lack optimization.
4	Strong	Well-defined processes with consistent outcomes and clear ownership.
5	Excellent	Fully optimized, proactive, and continuously improved capabilities.

Total Assessment: Maximum possible score is 20.

EXERCISE 2: SCORING YOUR STATION



1 Self-Assessment

Assign a score to each of the four areas using the provided rubric.

2 Analysis

Identify which of the four categories is your strongest and which is your weakest.

3 Calculation

Sum your individual scores to determine your total station score.

FUNDRAISING READINESS SCORECARD

Dimension	Score (1-5)	Description
Internal Capacity		staff, board engagement, basic systems
Content		programming strength, case for support, storytelling
Outreach		community visibility, relationships, digital presence
Resource Development		current fundraising activity and revenue
Total	___/20	

Total Goal: ___/20

WHERE DOES YOUR STATION LAND?



Foundation (1-8)

**Building the basics before
revenue can flow**



Building (9-13)

**Formalizing programs and
expanding capacity**



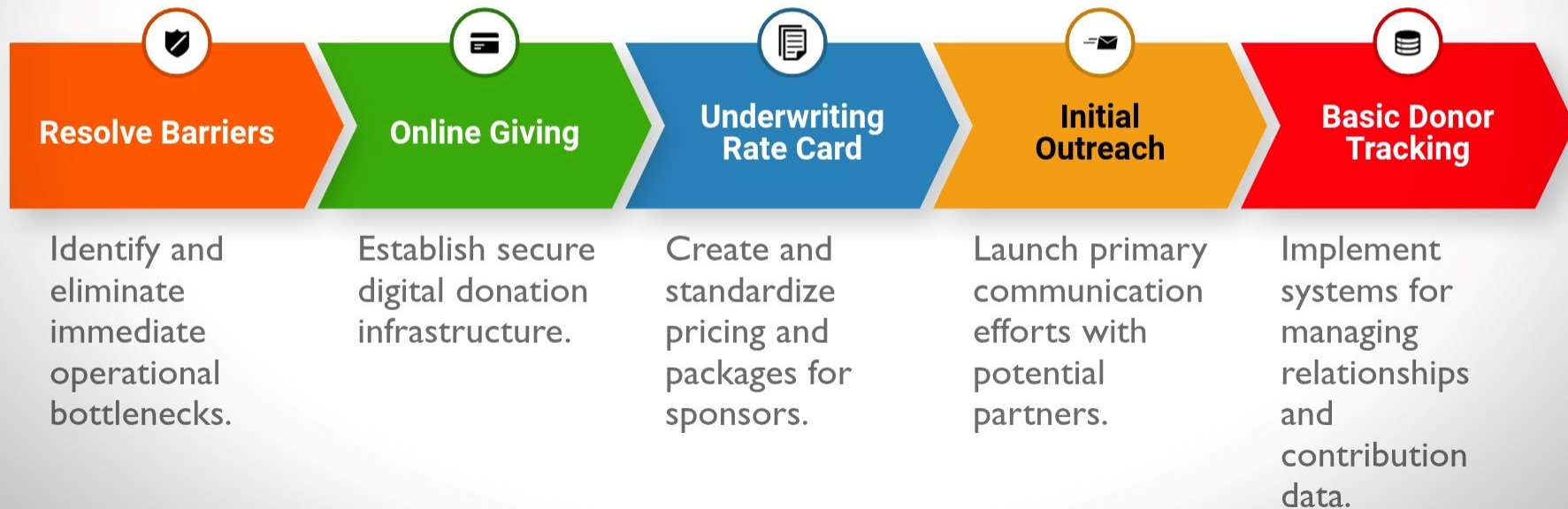
Advanced (14-20)

**Scaling what works and
deepening impact**

Your score tells you where to start — not how far you can go.

PHASE 1: FOUNDATION (SCORES 1-8)

Focus: Survival and core infrastructure



PHASE 2: BUILDING (SCORES 9-13)

Formalizing Revenue Programs to Drive Growth



Launch Individual Giving Programs



Develop Collateral & Media Kits



Plan on-air presence for fundraising



Digital Pathway Structure

PHASE 3: ADVANCED (SCORES 14-20)

Focus: Scaling and Sustainability



Systematize Work



Steward Donors



Update Rates



**Develop Major Gift
Pipeline**



Earned Revenue



Plan the long game

EXERCISE 3: IMMEDIATE NEXT STEPS



Action Item

Identify one concrete, measurable task to be completed within the next 30 days.



Responsibility

Assign ownership to a specific individual or team lead to ensure accountability.



Anticipated Obstacle

Pre-identify one potential hurdle or risk and create a proactive mitigation strategy.

**BECOME THE KIND OF
INSTITUTION YOUR
COMMUNITY CANNOT
IMAGINE LOSING.**



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FUNDRAISING READINESS SCORECARD

1-8: Foundation | 9-13: Building | 14-20: Advanced

Dimension	Score (1-5)	Description
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