

GAP Analysis: Taking you from Current Practice to Industry Best Practice

A GAP Analysis benchmarks current operation practices against best practices in the industry. The analysis identifies where gaps exist and provides preliminary action steps to bridge that gap moving forward. In practice areas where your organization is currently operating at a best practice level, the analysis provides recommendations for further growth to seek to exceed best practices in the industry.

The benefits of a GAP Analysis include:

- Objective evaluation of current practices and past progress;
- Recommendations on the design of future projects, processes, and action plans;
- Alignment of fundraising goals with institutional goals;
- Quantifiable data that demonstrates the need for additional resources to grow the program;
- Additional engagement of board members and senior management;
- Increased productivity and outcomes; and
- Demonstration of the value of philanthropy to your organization and the community.

Typically, a GAP Analysis focuses on the following essential internal and external fundraising functions:

- Annual, major, capital, planned, endowment and transformational giving programs;
- Corporate structure;
- Board member engagement and responsibilities;
- Financial management and practices;
- Internal development operations, including staff structure;
- Data management;
- Volunteer programming;
- Stewardship and donor recognition; and
- Marketing for the purpose of driving philanthropy.

After analyzing both qualitative and quantitative data, our team of experts compiles a comprehensive report detailing gaps and recommendations for growth. A GAP Analysis chart is provided that is color-coded in green, yellow and red. The chart provides a concise way to review the information provided in the report and allows our clients to determine areas that need improvement and prioritization.

In today's competitive philanthropic world, utilizing a GAP Analysis makes your organization more efficient and effective. The process takes approximately 90 days. Give us a call to see how we can help take your organization to the next level.