From the forthcoming book Developing Your Asking Rights™ by Tom Ralser

Developing Your
Asking Rights™

Are Your Outcomes Investable?

What are Investable Outcomes™? They are outcomes that help make your program more appealing to investors and affirmatively answer the following five questions.

1. **Does it pass the "reasonableness" test?**
   Is the desired outcome, or the plan to achieve it, reasonable given the type of organization, its mission, size, experience, budget, etc.? Is the price tag of the project/program of work reasonable compared to the perceived value of the outcomes to be delivered or will the cost cause "sticker shock?"

2. **Does it have a likely chance of succeeding?**
   Is the organization capable of not just succeeding at the funding effort but at the effort to be funded? Do they have the internal expertise? Are they stretching themselves in an area where they have succeeded before or are they falling subject to mission creep? This is a danger when an organization enters into new markets or services.

3. **Does it provide an acceptable return on the required investment?**
   Is the good that will be done by the investment commensurate with the amount of money being sought? Even though it might take some work, can the return/value be calculated in terms that matter to the investor? How long will the return take to materialize? Is there more upside than downside, or is the risk limited in any way?

4. **Does it allow the dots to be easily connected?**
   Investors need to be shown, in plain language, how their investment will enable the project/initiative to succeed. In the parlance of the industry, do the inputs logically lead to the outputs which then lead to the outcomes? For example, can investors easily see that if a new program is introduced that it will lead to the organization becoming financially sustainable—the outcome—as it has claimed in its case for investment?

5. **Is valued by investors?**
   This one is easy. Do the potential investors even care about this outcome? If it is an organization that is viewed as one that provides local services, investors will not care that a new office will be opened 100 miles away. Is it something that investors, since they are often faced with many opportunities to share their wealth, deem esoteric, not necessary, a stretch for the organization's mission or even frivolous?