Translate

Fund Development Strategy

- □□ Fundraising methods applied are derived out of proper organisational long-term financing plan, and by ensuring that various types of available resources are tapped optimally
- □□ Fundraising methods/channels applied are conscious choices made based on market condition (e.g. what kind of money is possible to raise)
- □□ Fundraising methods applied are based on budgetary conditions and policies (limited to brand risk mitigation alone) mandated by management/board
- □□ Fundraising methods applied are spontaneous decisions made by a few senior individuals and not necessarily driven by deep strategic thinking. The reasons for such choices are not well known

□□ Fundraising methods applied are derived out of proper organisational long-term financing plan, and by ensuring that various types of available resources are tapped optimally

> “ Highly developed: Advance systems and process exist for creating fundraising plans along with the rest of the organisation.

Reflection:

- No response required.
- Others -

Action:

- No actions are necessary as we have a well developed funding plan that is linked to all types of expenses that an organisation is likely to incur to effectively deliver high quality programs and also withstand all types of market volatilities.
- Others -

Notes for Development:

1. Advance systems and process exist for creating fundraising plans along with the rest of the organisation.

2. Organisation has higher order of skill and capacity to make startegic fundraising choices. Fundraising practice is aligned with financial planning, and all fundraising decisions are the result of conscious choices to acquire different types of capitals to meet various type of funding need.

3. Fundraising is not driven by any kind of compulsion but strategic reasons. All fund acquisitions are linked to delivering organisational mission. Protecting organisational sanctity and programatic independence is at the core of the guiding principles for all fundraising work.

□□ Fundraising methods/channels applied are conscious choices made based on market condition (e.g. what kind of money is possible to raise)

> Developing: Fundraising choices made are based on best case possible options, but not necessarily driven out of an overall organisational assessment.

Reflection:

- Is there a developed fundraising plan which has considered various types of capital need (for e.g. core funding need, organisational development need, emergency fund need, corpus need, program delivery need etc.) of the organisation?
- Do we have an advanced fundraising strategy?
- Others -

Action:

- Consider working out a fund development plan; create an internal team to map need and let a fundraising plan emerge later out of it.
- Others -

Notes for Development:

1. Fundraising choices made are based on best case possible options, but not necessarily driven out of an overall organisational assessment.

2. Consider developing a more analytical process to make strategic fundraising choices to develop a strong funding mechanism.

3. Fundraising should not be merely driven by any kind of compulsion but strategic reasons alone. All fund acquisition process should be linked to delivering organisational mission.

□□ Fundraising methods applied are based on budgetary conditions and policies (limited to brand risk mitigation alone) mandated by management/board

> Under developed: Fundraising choices made are possibly short- term decisions and have not been reviewed from time to time.

Reflection:

- Do we have a fundraising strategy augmenting (adding a voice to) the core mission?
- Will it help if we develop a proper fund development plan for the next 5 years? What purpose will it serve that might be some of our most pressing financing challenges?
- Others -

Action:

- Need to work on a proper fundraising strategy as we never had one developed and were working on short term basis.
- Others -

Notes for Development:

1. Fundraising choices made are possibly short- term decisions and have not been reviewed from time to time.

2. If the elephant in the room is budget constraints, it must be discussed. Policies and guidelines are not merely to mitigate risks, but also to enable the evolution of a certain character and form of the overall fundraising function.

3. Fundraising function need to evolve as an extended arm of your programmatic mission. It appears underdeveloped and looked upon mostly as a threat or a very complex function to perform.

□□ Fundraising methods applied are spontaneous decisions made by a few senior individuals and not necessarily driven by deep strategic thinking. The reasons for such choices are not well known

> “ Poorly developed: Spontaneous choices made by a few individual and not necessarily driven by any analysis.

Reflection:

- Is our fundraising need deeply understood and the understanding is much beyond knowledge of estimated annual expenditure?
- Do we have a fundraising strategy augmenting (adding a voice to) the core mission?
- Others -

Action:

- Need to work on a proper fundraising strategy as we never had one developed and were working on short term basis.
- Develop a fund development plan that best suits organisation mission needs.
- Others -

Notes for Development:

1. Spontaneous choices made by a few individual and not necessarily driven by any analysis.

2. Process and system improvement will enable a more informed and strategically advantageous choice.

3. Consider building institutional systems and process for making fundraising a collective function of - finance, programs, operations and the fundraisers themselves. Develop role clarity for each of these functions in the context of fundraising.