Translate

□□ 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.

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