Translate

□□ 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.

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