Translate

□□ Choice is determined by Board directives or leadership suggestions - not necessarily guided by evidence-based decisions

> “ Under developed: Fundraising decisions are mostly top driven and may also be limited to individuals exclusively responsible for raising funds.

Reflection:

- Develop conceptual clarity on pros and cons of various types of fundraising, to make conscious choices from hereon.
- The top twenty revenue generating charities of the world practice multiple types of fundraising methods and not necessarily depend on 1 or 2 alone? Why so?
- How can we raise more unrestricted funds that will strengthen the organisation most, but are very difficult to raise?

- Others -

Action:

- Develop new fundraising channels particularly to fund organisational development needs.
- Build an additional cess in grant budgets to cover for unmet organisational expenses.
- Others -

Notes for Development:

1. Fundraising decisions are mostly top driven and may also be limited to individuals exclusively responsible for raising funds.

2. Fundraising startegies and thereby choices, are best taken by- management, leadership, core group of staffs, and the fundraising professionals together. Each play vital role (for various perspectives) in taking such decisions, and thereby own these decisions.

3. Develop a way of taking fundraising decisions collectively - leadership, management, fundraisers, program staffs, and the remaining core group of people. This will enable a path towards more informed and strategic choices.

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