

# ☐☐ Choice is determined by budget availability, market conditions (economy and talent pool)

“Poorly developed: Fundraising is more guided by prevailing limitations, and is possibly done as an unavoidable function that must be performed.

## Reflection:

- How to develop conceptual deeper conceptual understanding of various types of fundraising methods - advantages, disadvantages, challenges, limitations of each etc.
- 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?

## Action:

- Create a high- power internal team to address the issue in a time bound manner.
- Build an additional cess in grant budgets to cover for unmet organisational expenses.
- Others -

## Notes for Development:

1. Fundraising is more guided by prevailing limitations, and is possibly done as an unavoidable function that must be performed.
2. Develop deeper conceptual clarity on pros and cons of various types of fundraising.  
Create enabling conditions to make your choices based on your need and not solely what the market allows.
3. In a world that mostly permits free flowing of knowledge and talents, local market conditions are no longer the sole factor that drives fundraising decisions. New ways of working and the advent of technology makes it possible to imagine inventive ways of building a sustained fundraising operations.

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