

# Goals

- ☐ Outcome related targets exist, have actual milestones that are consistently adopted; have clear long-term goal that is both actionable and linked to overall vision and mission
- ☐ Mostly multiyear and linked to aspiration
- ☐ Mostly short-term and renegotiated, and not linked to overarching program goals
- ☐ Targets and objectives are not clear or incoherent or does not exist

☐☐ Outcome related targets exist, have actual milestones that are consistently adopted; have clear long-term goal that is both actionable and linked to overall vision and mission

“Highly developed: Very strong processes are in place for goal setting. The ambitions (targets) are sacrosanct to the fundraising function.

## Reflection:

- No response necessary as we have both fundraising strategy and clear time bound goals.

- Others -

## Action:

- No action necessary.
- Others -

## Notes for Development:

1. Very strong processes are in place for goal setting. The ambitions (targets) are sacrosanct to the fundraising function.
2. Goals were not set to determine a fundraising income target alone. Goals are linked to greater organisational mission and delivering outcomes.
3. Advanced fundraising planning process exist, which is developed in cognizance with programmatic ambitions of the organisation. Fundraising choices made are logical and mission driven choices.

# ☐☐ Mostly multiyear and linked to aspiration

“Fairly developed: Goals exist and are mostly driven by funding need.

## Reflection:

- Have more clear targets and fundraising strategic goals for a longer period.
- Others -

## Action:

- Address this issue with greater importance during the cycle of organisational planning.
- Others -

## Notes for Development:

1. Goals exist and are mostly driven by funding need.
2. Fundraising goals will have deeper and greater ownership within the fundraising function, if they are developed to achieve outcomes that are critical to the organisational mission.

3. Consider further refining the fundraising goals, during the next planning cycle. Fundraising goals are to be linked with programmatic goals. Essentially, a theory of change for fundraising function as well.

# ☐☐ Mostly short-term and renegotiated, and not linked to overarching program goals

“Developing: Goals are short term and market (income need vs expenses planned) driven possibly.

## Reflection:

- Develop a fundraising strategy aligned with program goals.
- How can fundraising goals be made sacrosanct within the organisation.
- Others -

## Action:

- Address this issue with greater importance during the cycle of organisational planning.
- Conduct a strategy and goal development workshop.
- Others -

# Notes for Development:

1. Goals are short term and market (income need vs expenses planned) driven possibly.
2. Consider further refining the fundraising goals, during the next planning cycle.
3. Fundraising goals will have deeper and greater ownership within the fundraising function, if they are developed to achieve outcomes that are critical to the organisational mission.

# ☐☐ Targets and objectives are not clear or incoherent or does not exist

“ Poorly developed: Low awareness on the advantages of having proper outcome-oriented goals. Fundraising functions may be operating around certain temporary arrangements (via volunteers, Board etc.)

## Reflection:

- Have more clear targets and fundraising goals for the next 1 year; detail strategy may be developed over the next 1 year.
- Even if we do not have any fundraising specialists, a core team can work towards developing certain basic goals- that may work as a kind of way forward.
- Others -

## Action:

- Create a team guided by Senior Management team member to develop fundraising plans.
- Senior Leadership to develop a time frame to develop fundraising strategy and clear goals.
- Conduct a strategy and goal development workshop.



- Others -

## Notes for Development:

1. Low awareness on the advantages of having proper outcome-oriented goals. Fundraising functions may be operating around certain temporary arrangements (via volunteers, Board etc.).
2. Develop a short-term plan immediately for the next 2-3 quarters and allocate specific responsibilities to selected staffs, if you do not have exclusive fundraisers at present.
3. Consider integrating fundraising planning exercise, with your program planning exercise.