Translate

□□ 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, duing the next planning cycle. Fundraising goals are to be linked with programatic goals. Essentially, a theory of change for fundraising function as well.

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