

# ☐☐ 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.

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