

☐☐ 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.

Revision #3

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