

# ☐☐ 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.

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