Translate

Revenue

- □□ Our revenue growth trend has been very good for several years
- □□ Over the last 3-years, our fundraising income has grown consistently but moderately
- □□ Over the last 3-years our income has been inconsistent- sometime it grew a little, but reduced as well in some years
- □□ Our income has reduced or remained the same over the last 3-years (negative growth)

□□ Our revenue growth trend has been very good for several years

> Highly developed: Consistent growth in revenue as per expectations.

Reflection:

- No response needed.
- Others -

Action:

- No action necessary as we are satisfied with our growth.
- Others -

Notes for Development:

1. Consistent growth in revenue as per expectations.

2. Growth has been in sync with organisational operational needs in the past - has been consistent growth as well.

3. Analyse if specific type/s of donor partnership and thereby funds acquired could lead to deeper programatic impact.

□□ Over the last 3-years, our fundraising income has grown consistently but moderately

> “ Fairly developed: Revenue has been growing consistently, but rate of growth is not satisfactory. It might mean a lack of annual growth in active donor base, or stagnated gifts from existing donors.

Reflection:

- Identify triggers for faster growth.
- Will it help to create a core team for delivering growth strategy; or at least provide some momentum in this direction.
- Others -

Action:

- What does growth mean to us?
- Crate a Board managed sub-committee to figure out a growth plan.
- Others -

Notes for Development:

1. Revenue has been growing consistently, but rate of growth is not satisfactory. It might mean a lack of annual growth in active donor base, or stagnated gifts from existing donors.

2. While revenue has been growing enough to meet organisational expenses, a greater pace could fortify several critical organisational arms for deeper impact.

3. It might be useful to identify a few triggers for faster growth- a pace that is essential to address pressing organisational and mission related issues.

□□ Over the last 3-years our income has been inconsistent- sometime it grew a little, but reduced as well in some years

> “ Under developed: Revenue growth has been inconsistent and unsatisfactory.

Reflection:

- Understand reasons for no growth.
- Identify triggers for faster growth.
- Others -

Action:

- Is there any way to arrest any further future slides- what actions can we take immediately?
- What does growth mean to us?
- Others -

Notes for Development:

1. Revenue growth has been inconsistent and unsatisfactory.

2. Inconsistent revenue growth is as sensitive as no growth. Determine reasons, check for patterns, and identify specific capacity areas to address weakness.

3. It will be bery useful to conduct inner assessment of what is wrong in the system. Only then it will be a step forward to demonstrating fresh intent. Consider conducting a capacity assessment, create a fresh plan by allocating some emergency fund for reviving fundraising operations.

□□ Our income has reduced or remained the same over the last 3-years (negative growth)

> “ High risk: Revenue did not grow at all in the last few years. It might be a combination of reasons- capacity, intent/culture, and nearly 2- year period of a global public health emergency.

Reflection:

- Consider reducing costs until future growth path is not clear.
- Will it help to create a core team for delivering growth strategy; or at least provide some momentum in this direction.
- Understand reasons for no growth.
- Others -

Action:

- Identify key people from Senior Management and assign a new growth project.
- Crate a Board managed sub-committee to figure out a growth plan.
- Others -

Notes for Development:

1. Revenue did not grow at all in the last few years. It might be a combination of reasons - capacity, intent/culture, and nearly 2-year period of a global public health emergency.

2. Lack of progress in acquiring any new donor over a considerable period might be indicative of a general absence of strong fundraising culture in the organisation as well, along with capacity.

3. Conduct a detail fundraising efficacy diagnostic to identify areas for immediate and longer-term changes. The problem areas would be around- investment, people, process, and system only. It is easier to gather evidence around these; much tougher to demonstrate strong intent to change the status quo.