Translate

□□ 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.

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