

# Scoping

- ☐ Fundraising landscaping is done regularly every year or biennially and the findings are incorporated in annual fundraising plans
- ☐ A detail study of fundraising landscape was conducted last year and was put to use while planning
- ☐ Scoping and mapping exercise were possibly conducted in the past but is not well known in the organisation
- ☐ Have not formally assessed scope of fundraising in the last 5 years

☐☐ Fundraising landscaping is done regularly every year or biennially and the findings are incorporated in annual fundraising plans

“Highly developed: Advanced use of scoping exercise in fundraising function.

## Reflection:

- No response necessary.
- Others -

## Action:

- No action necessary.
- Others -

# Notes for Development:

1. Advanced use of scoping exercise in fundraising function.
2. Scoping is an integral part of developing fundraising strategy and plan.
3. Fundraising strategy and operations evolved out of a systemic and logical process-aligned with core mission. Scope of fundraising work is aligned with socio-economic and geopolitical context, where the organisation operates.

□□ A detail study of fundraising landscape was conducted last year and was put to use while planning

“Fairly developed: Was done last year and also used while planning.

## Reflection:

- Are we making adequately informed fundraising operational and strategic choices?
- Others -

## Action:

- Improve institutional system for making it a regular exercise to improve fundraising practice.
- Others -

## Notes for Development:

1. Was done last year and also used while planning.
2. Scoping is a recent phenomena and is currently being used effectively to develop plans etc.
3. Build consistency and greater rigour.

# □□ Scoping and mapping exercise were possibly conducted in the past but is not well known in the organisation

“Developing: Scoping is yet to emerge as a strong tool for optimising fundraising function.

## Reflection:

- Are we making informed fundraising operational and strategic choices?
- Determine institutional standards and process for this exercise- who does it, how, frequency and how the findings are to be used.
- Others -

## Action:

- Develop a timeframe to publish the next landscaping study.

- Create an internal team for fresh landscaping and incorporate the exercise as part of strategic planning exercise.
- Others -

## Notes for Development:

1. Scoping is yet to emerge as a strong tool for optimising fundraising function.
2. Scoping is not seen as a critical tool to develop fundraising strategies and plans.
3. Build systems and processes for best use of scoping in delivering more contextualised fundraising services.

# ☐☐ Have not formally assessed scope of fundraising in the last 5 years

“ Poorly developed: Did not conduct any scoping exercise in the last few years.

## Reflection:

- Seek support from other local organisations.
- Determine institutional standards and process for this exercise- who does it, how, frequency and how the findings are to be used.
- Others -

## Action:

- Leadership to find ways of working with other charities or market forces to extract informations to start with.
- Create an internal team for fresh landscaping and incorporate the exercise as part of strategic planning exercise.
- Others -



# Notes for Development:

1. Did not conduct any scoping exercise in the last few years.
2. Scoping is not seen as a critical tool to develop fundraising strategies and plans.
3. Build systems and processes for best use of scoping in delivering more contextualised fundraising services.