

NFP ROADMAP TO SUCCESS

EMPOWER YOUR MISSION

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ORGANISATION

PURPOSE, MISSION, VALUES

STRATEGY

PROGRAMMES

HR AND STAFFING

SYSTEMS/TECHNOLOGY

GOVERNANCE

IMPACT MEASUREMENT

MARKETING

WEBSITE

SEO

SOCIAL MEDIA

EMAIL MARKETING

GOOGLE TOOLS

TRADITIONAL

CONTENT

FUNDRAISING

DIGITAL

INDIVIDUAL DONORS

APPEALS

TELEFUNDRAISING

FACE-TO-FACE

MONTHLY GIVING

RAFFLES/LOTTERIES

EVENTS

MAJOR GIFTS

GIFTS IN WILLS

GRANTS

GOVERNMENT

CORPORATES

SOCIAL ENTERPRISES

TRUSTS/PAF'S

FEE FOR SERVICE

Key focus areas for NFP's

- Innovation
- Collaboration
- Sustainability
- Agility
- Engagement
- Governance
- Diversification of revenue streams
- Embrace Digital
- Donor and Client Cultivation
- Transparency
- Growth Mindset
- Impact Focused
- Asset Building
- Recruitment
- Technology & data