

## Importance of Planning

**Speaker:** How much time does one need to invest in planning fund raising strategies? Define Objectives. What's my goal? What am I trying to do? What's my objective thru this specific exercise at this point in time? Whether I am raising funds thru X kind of campaign, Y kind of communication and Z kind of audience? What at the end of the day I need to tell, that I need to achieve X, Y and Z. Is that clearly spelt out. How am I going to get there? What are the means that I am going to adopt? What's going to work for this specific form of fund raising? Do social media apply here better than direct? Would X kind of thing work better? What are the pros and cons? And thereby how do I select a specific strategy and then build plans.