NGOs grow faster when they invest in Organisational Development

Organisational development (OD) means investing in areas critical to growth, such as strategic planning, leadership, talent development, and fundraising.

However, NGOs struggle to find funding for OD

82% NGOs are unable to invest sufficiently in OD

Restricting their potential to

- Innovate & improve programs
- Raise funds
- Hire for leadership positions

While there is consensus on the importance of OD, there is divergence on which OD needs to fund

NGOs believe

- Most funders don't support OD needs
  - 70% NGOs
- Funders refused to fund OD needs when pitched
  - 51% NGOs

Funders believe

- They support OD needs
  - 75% Funders
- NGOs don't share clear OD requirements
  - 47% Funders

To bridge the gap

Funders can invest in OD and support NGOs to develop their OD plans

6 steps of OD planning

1. CLARIFY
   - Be clear on strategic direction and desired impact
2. ASSESS
   - Assess current OD capabilities against strategic targets
3. PLAN
   - Plan OD roadmap based on prioritized capabilities
4. MOBILIZE
   - Map and mobilize resources for OD roadmap
5. EXECUTE
   - Execute, learn, and iterate
6. EVALUATE
   - Evaluate and communicate results of OD investment

Source: Pay What It Takes India survey of 388 NGOs (2021) and 77 funders (2022)