

CRITICAL FACTORS IN AN ORGANISATION THAT DRIVE SUCCESS IN FUNDRAISING: A STUDY OF NON-PROFIT ORGANISATION SECTOR IN GHANA.

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Abstract

Non-profit organisations over the years have become important players in the socio-economic development of nations and the world at large. This is evident in the proliferation of Non-profit organisations (NPOs) at the local, national and international levels in diverse specialisations such as, in the provision of basic services, advocacy, health and disaster relief support services, policy analysis to mention but a few. However, despite the increasing number of NPOs at these levels, they are faced with diverse challenges which may hinder the smooth and successful operation of the organisations and most importantly, their sustainability. This thesis seeks to highlight some of the challenges facing NPOs especially in the area of fundraising. It seeks to examine some critical factors that drive success in fundraising in non-profit organisations and also focuses on the relevance of the literature and of the study to both managers and practitioners in the sector. From the review of relevant theories and literature, the research found out that the structure of the organisations, internal and external factors, as well as strategic positioning and the ability to respond to obstacles all, play significant roles in the

success of NPOs in fundraising. The main aim of the study is to learn from the NPOs in Ghana, provide empirical evidence of their successes and contribute to fundraising both in theory and in practice. For the research design, the study adopted a mixed method approach for data collection and analysis. The researcher used ten management staff members of the various NPOs in Ghana for the qualitative section of the thesis, one hundred and thirty staffs of NPOs who were Chief Executive Officers and fundraisers in the NPO sector and government agencies for the quantitative section of the thesis. The respondents confirmed that the structure of the organisations in relation to fundraising reflected the priority that the organisations placed on fundraising. The study concluded by emphasizing the need for fundraising and further stressed that for fundraising to be successful, internal factors such as organisational strategy and internal resources are very important. It was also revealed that the prevailing economic condition whether good or bad has a major impact on the success of fundraising. The study also revealed that the giving motive of fund givers was very important in affecting the relationships between economic conditions, internal resources of the entities, organisational strategy and success in fundraising.