

Strategic Planning and Resource Generation

“Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.” Sun Tzu

Non-Governmental Organizations (NGO) nowadays are increasingly under a lot of financial pressure to raise-funds. Often NGOs will meet the demands of major donors to develop or run programs that are not truly aligned with their core missions for their budgets relies on these programs to fund their overheads.

The workshop will help the participants to set a clear organizational and fund-raising strategy which aligns with their core missions. With a clear long-term strategy, participants will learn how to develop programs which would be attractive to donors who share with their NGOs' missions and worthy causes.

Mr Ricky Cheng's role in his organization is to develop organization's strategic planning and future directions. Prior to joining the United Board, Mr. Cheng was the Director who established the Office of Institutional Advancement in The Chinese University of Hong Kong (CUHK) in 2003. His responsibility covered all areas of advancement, including major gifts, annual programs, planned gifts and stewardship. Mr. Cheng, a champion speaker at Toastmasters International Speech contest, had been invited to speak on the subject of university development in mainland China, Hong Kong, Macau, Taiwan, Japan, Indonesia, Philippines, Vietnam and India.