Our vision – „To be the most effective fundraising organisation among Mexican INGOs“

Our mission – “To support MSF‘s medical and humanitarian projects in Mexico and internationally“

4x4 Goals

BTG1: Reach break-even point and gross income of USD$4M in 4 yrs

BTG2: Build a network of 400 high touch contributing donors

BTG3: In 4 yrs to have 40,000 regular donors

BTG4: MSF Mexico is seen as the leading digital NGO

MEDECINS SANS FRONTIERES
MEDICOS SIN FRONTERAS

Donors
To succeed, what must we deliver for our donors (and prospects)?

Be the most attractive partner for donors to support in the field of humanitarian action

1. Engage new and current high-touch donors
2. Offer outstanding donor love & stewardship
3.. Deliver a compelling digital user experience (across the funnel)
4. Offer donors and prospects diverse opportunities to engage with MSF

Capacities
What processes do we need to excel at for our donors (and prospects)?

Create an excellent and engaging digitally-focused donor journey

5. Execute outstanding donor love and stewardship process
6. Ensure data-driven decision making
7. Create an engaging cross-channel donor & prospects journey with digital emphasis.

People
Where do we need to develop ‘human capital’ to excel?

Align and integrate leadership and team around key goals

8. Strengthen advisory board’s commitment & outreach capacity
9. Develop a results orientated culture across the organisation
10. Grow confident & competent staff & leadership
11. Become a fully integrated high performing team

Resources
What infrastructure do we need to deliver results?

Build the right engine to power the 4x4x4 result

12. Build a network of trustworthy and high performing partners
13. Secure and apply investment to underpin the strategy and infrastructure
14 Hire successfully additional committed and engaged staff

digital glocal high performing organised