

RESOURCE MOBILIZATION:

THE SUCCESS DETERMINANTS

Presented by:

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1. *CONTINUOUS PROCESS*

- ▶ Resource mobilization must be part of what happens all the time in an organization.
- ▶ Hint: **Do not stop even when you think you have enough.**

2 . *Develop, strengthen Skills for resource mobilization*

- ▶ Proposal writing and fundraising skills are a must for an organization to survive.
- ▶ Then, strengthen skills in managing resources received.

3. *NETWORKING* & Collaboration

- ▶ Network and collaborate with other organizations. It helps to raise your profile, skills and credibility. You will access more resources.
- ▶ Seek and sustain organization visibility all the time through networking and collaboration.
- ▶ Ensure the organization and its managers are visible in workshops, websites, networks, media and conferences : Create a Brand about your work!

4. *IMPLEMENT, ACCOUNT & REPORT*

- ▶ *Implement well, Account and report properly and in a timely way for funds received.*
- ▶ This assures on credibility among others aspects.
- ▶ Failure on these elements brings a feeling of mistrust on the mind of the donor.

5. *Go International*

- ▶ Local Funding is increasingly becoming very competitive and tricky. Go for International funding sources.
- ▶ Widen the fundraising net.

6. *CREDIBILITY*

- ▶ Grants agencies want credit for their money. Acknowledge your sources of resources, e.g in newsletters, banners, wall paintings.
- ▶ They also want to work only with credible organizations and individuals (Organizations, Managers, Pls).

7. INNOVATION

- ▶ Innovation is the art of developing novel project ideas to solving known challenges, eg “reducing household poverty”. (*try this in plenary*)
- ▶ Develop innovative Ideas for your projects.
- ▶ Avoid thinking in a “common” way when designing your projects. Funders would not feel obliged to support such interventions.

8. *DIVERSIFY SOURCES OF FUNDING*

- Seek more than one source of funding at any one time.
- Think through other unconventional strategies, eg fundraising walks, dinners and fundraising centres outside your country among others.
- Unconventional strategies assure on unrestricted funds that may be used at the organizational discretion.

9. BE Media-wise

- ▶ Media boosts funding opportunities of an organization when well harnessed..*(discuss the example of comic Relief in U.K)*
- ▶ Explore the positive attributes of media to help publicize your work.

10. *TARGET MOST PRESSING NEEDS*

- ▶ The most likely projects to be funded are small, sustainable, high impact, innovative, low budgeted and for the most pressing need- Prioritize!
- ▶ (Cite key examples of such projects in plenary)

11.Capacity strengthening/enhancement

- ▶ Funding agencies seek to determine applicants capacities, as a prerequisite qualification.
- ▶ The capacity for the organization to implement, absorb and optimally utilize the donor funds is a must!
- ▶ Refer to key elements of an organization pre-funding capacity assessment that many donors conduct.

12. TARGET MARGINALIZED GROUPS

- ▶ Who do we target with our projects? Why?
- ▶ Targeting has a value. “*the vulnerability value*”
- ▶ Projects targeting women, Youth, children and other marginalized groups have higher chances of attracting donors funds.
- ▶ Refer to the term “*Most at risk populations-MARPS*”

13. Learn and Love to Write and Analyze

- ▶ Successful proposal writing and Fundraising is an art for those who love to read, write and analyze things!
- ▶ Believe in yourself, you will manage it.

14. *Don't Hard Work*

- ▶ It's Not Hard work that Pays. Work Smart. Do research well and your proposals will always win Grants.
- ▶ Breaking the rules and being different is what drives the world. Be Different. Beat the competition by finding the donor that is less known.

15. Master the Sector

- ▶ Master the dynamics, the politics and the operations of the Development Sector in your country. Understand the rules of demand and supply.
- ▶ Remember, only the smart ones will have access to the funds they need.

16. *AVOID FEAR AND DOUBT*

- ▶ It is not always a lack of technical skills but self doubt and lack of confidence that hold back a great deal of ideas, projects and people .
- ▶ Avoid the notion that it is impossible or hard to raise funds! Believe in the Community Change you desire! Resource mobilization is not rocket science!

17. NEVER BE DISCOURAGED

- ▶ Don't fear losing or making mistakes. Develop a thick skin and don't be discouraged when you lose out on a funding.
- ▶ There is always a next time!