

16.0 **MODULE II**

16.01 **INTRODUCTION**

This module is intended to equip the trainee with knowledge, skills and attitudes that will enable him/her mobilize and manage resources and at the same time advocate for positive change in the society.

16.02 **GENERAL OBJECTIVES**

By the end of this module unit, the trainee should be able to:

- a) appreciate the importance of advocacy and lobbying over social change
- b) apply appropriate methods and techniques in management of projects in the society
- c) mobilize resources for effective use in the society.
- (d) understand facts and issues related to HIV and AIDS and other pandemics

16.03 **SUMMARY OF MODULE UNITS AND TIME ALLOCATION**

CODE	MODULE UNITS	HOURS
17	RESOURCE MOBILIZATION AND FUNDRAISING	120
18	PROJECT MANAGEMENT	120
19	ADVOCACY AND LOBBYING	100
20	HIV AND AIDS AND OTHER PENDERMICS	110
21	STATISTICS	120
22	LEGAL ASPECTS IN SOCIAL DEVELOPMENT	100
23	RESOURCE MANAGEMENT	120
TOTAL		790

Minimum Requirement

- 1) Pass craft course in social development
- 2) Pass Module 1 in social work and community development

17.2.0 RESOURCE MOBILIZATION AND FUNDRAISING

17.2.01 INTRODUCTION

This module unit is designed to equip the trainee with knowledge, skills and attitudes that will enable him/her to mobilize and manage resources effectively in a society.

17.2.02 GENERAL OBJECTIVES

By the end of this module unit, the trainee should be able to:

- a) understand the importance of resource mobilization for development activities
- b) understand the appropriate methods used to mobilize resources and fundraising
- c) appreciate the importance of project proposal in resource mobilization and fundraising
- d) understand emerging trends in resource mobilization and fundraising.

SUMMARY OF TOPICS AND TIME ALLOCATION

CODE	TOPIC	SUB-TOPICS	TIME
17.2.1	INTRODUCTION TO RESOURCE MOBILIZATION	<ul style="list-style-type: none"> • Meaning of resource mobilization • Types of resources • Identification of resources • Importance of resource mobilization 	20
17.2.2	PHILANTHROPY AND DONOR PSYCHOLOGY	<ul style="list-style-type: none"> • Meaning of philanthropy and donor psychology • Types of donors • Implication of donor dependency • Strategies to win donor support • Case studies 	20
17.2.3	RESOURCE MOBILIZATION APPROACHES	<ul style="list-style-type: none"> • Meaning of resource mobilization approaches • Process of resource mobilization • Guidelines on resource mobilization • Importance of building partnerships in resource mobilization • Legal issues in resource mobilization 	20
17.2.4	FUNDRAISING	<ul style="list-style-type: none"> • Meaning of fundraising • Guidelines to fundraising • Tools used in fundraising • Reasons for fundraising • Types of fundraising • Methods of winning sponsorships • Role of media in fundraising • Legal and ethical aspects in fundraising • Ways of evaluating fundraising events • Factors to consider in fundraising • Challenges in fundraising 	15
17.2.5	FUNDRAISING PROCESS	<ul style="list-style-type: none"> • Fundraising planning • Marketing research for fundraising • Strategic planning for fundraising • Fundraising process 	15
17.2.6	PROJECT PROPOSAL WRITING	<ul style="list-style-type: none"> • Meaning of proposal • Format of a project proposal • Importance of project proposal • Challenges of using a proposal for fundraising and resource mobilisation 	20

		<ul style="list-style-type: none"> • Project proposal writing 	
17.2.7	EMERGING TRENDS	<ul style="list-style-type: none"> • Emerging trends in resource mobilization 	10
TOTAL HOURS			120

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17.2.1 INTRODUCTION TO RESOURCE MOBILIZATION

Specific Objectives

By the end of this topic, the trainee should be able to

- a) discuss the meaning of resource mobilization
- b) discuss various types of resources
- c) discuss various ways of identifying resources in a society
- d) discuss the importance of resource mobilization

17.2.1.1. Meaning of Resource Mobilization

- Resource
- Mobilization

17.2.1.2 Types of resources

- Human resources
- Material resources
- Monetary resources

17.2.1.3 Identification of resources

17.2.1.4 Importance of resource mobilization

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17.2.2 PHILANTHROPY AND DONOR PSYCHOLOGY

Specific Objectives

By the end of this topic, the trainee should be able to:

- a) explain the meaning of donor psychology and philanthropy
- b) discuss various types of donors
- c) discuss implication of donor dependency
- d) discuss strategies to use in order to win donor support
- e) discuss relevant case studies on donor psychology and philanthropy

17.2.2.1 Meaning of

- Donor psychology
- Philanthropy

17.2.2.2 Types of donors

17.2.2.3 Implication of donor dependency

17.2.2.4 Strategies to win donor support

- Donor fears
- Strategies
- Qualities of resources mobilizer

17.2.2.5 Case studies on donor psychology and philanthropy

17.2.3 RESOURCE MOBILIZATION APPROACHES

Specific Objectives

By the end of this topic, the trainee should be able to:

- a) explain the meaning of resource mobilization approach
- b) explain the process of resource mobilization
- c) discuss the guidelines on resource mobilization
- d) explain the guidelines on resources mobilization
- e) discuss the importance of building partnerships in resource mobilization
- f) discuss legal issues in resource mobilization.

17.2.3.1 Meaning of resource mobilization approaches

17.2.3.2 Process of resource mobilization

- Objectives and goal setting
- Identifying sources
- Evaluating sources
- Building capacity and consortia
- Making appeals
- Accountability and reporting
- Role of media in resource mobilization

17.2.3.3 Guidelines on resource mobilization

17.2.3.4 Importance of building partnerships for resource mobilization.

17.2.3.5 Legal issues in resource mobilization.

17.2.4

FUNDRAISING

Specific Objectives

By the end of this topic, the trainee should be able to:

- a) explain the meaning of fundraising
- b) discuss guidelines to fundraising
- c) explain tools used in fundraising
- d) explain reasons for fundraising
- e) discuss types of fundraising
- f) discuss methods of winning sponsorships
- g) discuss the role of media in fundraising
- h) discuss legal and ethical aspects in fundraising
- i) explain ways of evaluating fundraising events
- j) discuss factors to consider in fundraising
- k) discuss challenges of fundraising

17.2.4.1 Meaning of fundraising

17.2.4.2 Guidelines to fundraising

17.1.4.3 Tools used in fundraising

- Posters
- Letters
- Proposals
- Internet

17.2.4.4 Reasons for fundraising

17.2.4.5 Types of fundraising

- Fundraising from individuals
- Donor community
- Corporate trust
- Trust and foundation
- Branding campaign and fundraising

17.2.4.6 Methods of winning sponsorships

17.2.4.7 The role of media in fundraising

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- 17.2.4.8 Legal and ethical aspects in fundraising
- 17.2.4.9 Ways of evaluating fundraising events.
- 17.2.4.10 Factors to consider in fundraising
- 17.2.4.11 Challenges of fundraising

17.2.5 FUNDRAISING PROCESS

Specific Objectives

By the end of this topic, the trainee should be able to:

- a) describe the fundraising planning
- b) describe marketing research for fundraising
- c) describe strategic planning for fundraising
- d) describe the fundraising process

- 17.2.5.1 Fundraising planning
- 17.2.5.2 Marketing research for fundraising
- 17.2.5.3 Strategic planning for fundraising
- 17.2.5.4 Fundraising process

17.2.6 PROJECT PROPOSAL WRITING

Specific Objectives

By the end of the topic, the trainee should be able to:

- a) explain the meaning of a proposal
- b) describe the format of a project proposal
- c) discuss importance of project proposal in resource mobilization and fundraising
- d) discuss the challenges of using proposals for fundraising and resource mobilization
- e) write project proposal for fundraising and resource mobilization

- 17.2.6.1 Meaning of proposal
- 17.2.6.2 Format of project proposal
- 17.2.6.3 Importance of project proposal in resource mobilization and

fundraising

7.2.6.4 Challenges of using proposal for fundraising and resource mobilization

7.2.6.5 Project proposal writing.

7.2.6 EMERGING TRENDS IN RESOURCE MOBILIZATION AND FUNDRAISING

Specific Objectives

By the end of this topic, the trainee should be able to:

a) discuss the emerging trends in resource mobilization and fundraising.

7.2.7.1 Emerging trends in resource mobilization and fundraising

- Increasing demand for skills
- Donor fatigue
- Northern Vs Southern Non-governmental Organization/Donors
- Focus on local resource mobilization
- Electronic fundraising
- Benchmarking fundraising