



Kasarani Campus  
Off Thika Road  
Tel. 2042692 / 3  
P. O. Box 49274, 00100  
NAIROBI  
Westlands Campus  
Pamstech House  
Woodvale Grove  
Tel. 4442212  
Fax: 4444175

**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR**  
**FIRST YEAR, SECOND SEMESTER EXAMINATION**  
**FOR THE DIPLOMA IN COMMUNITY DEVELOPMENT AND SOCIAL WORK**  
**DDS 204 – RESOURCE MOBILIZATION AND FUNDRAISING**

Date: 6<sup>TH</sup> December, 2023  
Time: 2:30PM- 4:30PM

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

Getrude is the resource mobilization officer of CHEWA organization in Kenya. The NGO operates in 6 counties namely, Machakos, Kitui, Makueni, Kajiado, and Tana river. The organization deals in 3 thematic areas which include; Peace building, economic empowerment and climate change. In the recent past, the organizations has experienced low funding from the few donors supporting the program. As the person charged with the responsibility of raising funds for the projects, Getrude has been tasked to come up with strategies of winning donor support from different sources to ensure all the projects continue and new ones are started to ensure both community development and organizational sustainability. Getrude has decided to write proposals and approach several philanthropists as one of the strategies in resource mobilization.

- a) Define the following term:
  - i) Philanthropy (2 Marks)
  - ii) Donor psychology (2 Marks)
  - iii) fundraising (2 Marks)
  - iv) A proposal (2 Marks)
  - v) An indicator (2 Marks)
- b) Developing countries have been accused of having donor dependency syndrome. State some implications of donor dependency (6 Marks)
- c) Resource mobilization is a noble task that requires careful consideration. State some of the qualities of a good resource mobilizer (6 Marks)
- d) Winning donor support is a daunting task. Describe some of the Methods of winning sponsorship (4 Marks)
- e) Distinguish between the two types of fundraising. (4 Marks)

**QUESTION TWO (20 MARKS)**

- a) Explain any **five** best practices of resource mobilization (5 Marks)
- b) Distinguish between operative and performance indicators (4 Marks)
- c) State the steps involved in benchmarking. (5 Marks)
- d) State any **six** sub titles that must be included in a project proposal (6 Marks)

**QUESTION THREE (20 MARKS)**

- a) Using a diagram, describe the stages of donor cultivation cycle. (6 Marks)
- b) Identify and explain any 7 types of Indicators in projects. (7 Marks)

- c) Describe citing relevant examples any 7 characteristics of a resource mobilizer (7 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Assuming you are the resource mobilizer of Wasili NGO, discuss key challenges in fundraising. (7 Marks)
- b) Discuss any **seven** benefits of building of consortia or partnership in resource mobilization (7 Marks)
- c) Discuss any **six** legal and ethical issues in resource mobilization. (6 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Explain 7 characteristics of Monitoring in program performance. (7 Marks)
- b) Describe what non-profits can do to prevent donor fatigue (8 Marks)
- c) Explain any 5 truths about resource mobilization. (5 Marks)