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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN COMMUNITY DEVELOPMENT AND SOCIAL WORK
DDS 204: RESOURCE MOBILIZATION AND FUNDRAISING

Date: 4TH DECEMBER 2024

Time: 11:30AM-1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Community Self-help Project - Mobilizing Resources and Fundraising

The village of Mwembeni, has a population of 5,000 people, but faces significant challenges when it comes to accessing quality healthcare. The nearest health facility is about 15 kilometers away, which makes it difficult for community members, especially the elderly, pregnant women, and children, to access timely medical services. The situation worsens during the rainy season due to poor road conditions. The community has decided to come together to establish a local health center that can cater to their basic healthcare needs. A local non-governmental organization (NGO) called *Health for All* has taken the initiative to assist the community in setting up the health center. The total estimated cost to establish and run the health center for the first year is about Ksh100,000. The funds are to cover the construction of the facility, purchase of medical equipment, hiring of healthcare professionals, and initial operational costs.

As part of the planning process, the NGO will also set up groups to mobilize resources and funds to cover the project cost. The fundraising team, will consist of local leaders, community members, and NGO staff. These will be responsible for designing and implementing the fundraising strategy.

- a) Describe the approach that will help engage the partners to participate in the health center financially. **(6 Marks)**
- b) Explain two potential sources of funding for this project. **(4 Marks)**
- c) Highlight three approaches that can be used to secure the contributions of all the donors. **(6 Marks)**
- d) Identify two potential partners that can support the project. **(4 Marks)**
- e) Examine three resource mobilization strategies that can be used in this case. **(5 Marks)**
- f) Identify ways you can adopt to engage the local community in the resource mobilization process. **(5 Marks)**

QUESTION TWO (20 MARKS)

- a) Explain how two ways to prioritize the funding sources. **(4 Marks)**
- b) Outline a marketing plan that can be used to promote the project and attract donors. **(6 Marks)**
- c) Explain three ways digital platforms can be used to reach a wider audience. **(5 Marks)**
- d) Examine three risks involved in the process of fund raising for community projects. **(5 Marks)**

QUESTION THREE (20 MARKS)

- a) Describe three disadvantages of relying on donors for resource mobilization for community development. (6 Marks)
- b) Explain two risks involved in fundraising and resource mobilization for community project. (4 Marks)
- c) Discuss two ways of overcoming donor fatigue. (4 Marks)
- d) Examine four advantages of using posters to advertise for behavior change among the youths in the community. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Analyze three challenges faced by community based organizations in fundraising. (6 Marks)
- b) Examine two strategies that may be used by an organization to win donor support. (4 Marks)
- c) Describe three principles of fundraising for a project. (5 Marks)
- d) Explain two income generating activities that you can use for fundraising. (5 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss three types of donors you can use for resource mobilization. (6 Marks)
- b) Explain two techniques you can use for resource mobilization. (4 Marks)
- c) Examine three ways to account for the resources already spent in the project. (5 Marks)
- d) Describe two ways you can use to get the donor support for your project. (5 Marks)