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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: 13TH APRIL, 2023
Time: 2:30PM- 4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Kanini is the resource mobilization officer of Utamaduni organization in Kenya. The NGO operates in 6 counties namely, Samburu, Marsabit, Nairobi, Kilifi, Kajiado, and Turkana. 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 resource mobilization for the projects, Kanini 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 for both community development and organizational sustainability. Kanini will have to establish fundraising strategies and approach different donors in philanthropy giving.

- a) Define the following term: (10 Marks)
 - i) Resource (2 Marks)
 - ii) Resource management (2 Marks)
 - iii) Fundraising (2 Marks)
 - iv) Philanthropy: (2 Marks)
 - v) Development project (2 Marks)
- b) Highlight the strategies and steps Kanini will use to win donor support. (5 Marks)
- c) The process of resource mobilization and activities goes through several stages. Demonstrate the stages in resource mobilization. (5 Marks)
- d) Kanini may want to consider media as part of the fundraising. Describe the role of the media in resource mobilization / fundraising. (5 Marks)
- e) Monitoring and evaluation forms an important aspect in fundraising. Highlight some of the Key benefits of Monitoring and Evaluation. (5 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss implications of donor dependency (6 Marks)
- b) There are different types of resources in existence. State with relevant examples different types of resources. (6 Marks)
- c) The donor cultivation cycle has five-step process to cultivate resource partners. Discuss the steps of donor cultivation. (8 Marks)

QUESTION THREE (20 MARKS)

- a) Securing donor grants forms an important aspect in organizational growth. Discuss some of the tips on securing a grant (6 Marks)
- b) Justify some of the qualities of a good resource mobilizer (8 Marks)
- c) Every Country has both ethical and legal issues in resource mobilization. State and explain some of the legal and ethical issues you will consider as a fundraiser (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Proposal writing forms one of the basis in resource mobilization. Validate the Importance of proposal writing. (5 Marks)
- b) Building of consortia or partnership forms a pertinent aspect in resource mobilization. Justify the benefits of building partnerships in resource mobilization. (8 Marks)
- c) State and explain some of the guidelines to fundraising or resource mobilization. (7 Marks)

QUESTION FIVE (20 MARKS)

- a) Using relevant examples explain the different categories of Donors that a project officer will consider. (6 Marks)
- b) Justify some of the sections a good project proposal should contain. (7 Marks)
- c) Different Methods or tools for fundraising are employed by different fundraising officers in the course of work. Discuss some of the methods and tools used in fundraising. (7 Marks)