

RESOURCE MOBILISATION

Module 1 Lesson 11 – Benefits and challenges of different resource mobilisation activities

Resource Mobilisation Activity	Benefits	Challenges
Grant or Contract	Clear guidelines for application, raise status through affiliation, can result in multi-year funding	Quick response time, competition high to win, funds are restricted for use, donor may shift priorities, rules and regulations of donor may be complicated
Individual giving	Raises your profile through word of mouth, demonstrates community support and ownership, supports unrestricted	Small amount of funding, requires linked communications strategy
Major donor	Provides substantial funding, often unrestricted	Requires significant time to cultivate relationship
Events	Raises profile through brand awareness, generates unrestricted funding, creates community ownership and support	Requires linked communications strategy, excellent event and planning skills, and often collaboration with businesses
Digital fundraising	Taps into unknown or potential donors, builds brand awareness	Requires skills in ICT, constituency must have ICT skills and access, dedicated communications strategy
Membership fees	Demonstrates and creates support and ownership from members, unrestricted funds	Requires a dedicated membership, necessitates a management approach to members, difficult to start if not originally part of your structure and governance
Social enterprise	Generates unrestricted funds, linked to a self-sufficiency strategy	Requires business skills, legal review to ensure your organization is eligible under existing state laws, requires upfront investment to produce and market goods and services
Volunteers	Demonstrates community support and ownership, can turn into individual donors, strong advocates, leverages impact through free services	Requires recruitment and management of volunteers