



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

SOCIAL SCIENCES

UNIVERSITY EXAMINATION FOR:

BSDS Y4S1

BDS4405: RESOUCCE MOBILIZATION AND FUNDRAISING

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: 29 Mar 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of Choose No questions. Attempt Choose instruction.

Do not write on the question paper.

Question ONE

- a) Explain using examples why donors give. **(5 marks)**
- b) Describe using examples how you can mobilize resources by capitalizing on non-financial resources. **(5 marks)**
- c) Explain five challenges of email fundraising. **(5 marks)**
- d) Explain using examples five risks of enterprise Based fundraising. **(5 marks)**
- e) Explain how television has contributed to Resource mobilization and fundraising. **(5 marks)**
- f) Explain using examples how membership and clubs can contribute to resources mobilization and fundraising. **(5 marks)**

Question TWO

Discuss using examples how your organization can use legacy marketing to mobilize resources and raise funds for development projects.

(20 marks)

Question THREE:

Discuss the contributions of international non-governmental organizations in supporting projects in the developing world.

(20 marks)

Question FOUR

Discuss the role of beneficiaries in projects resources Mobilization and Fund Raising.

(20 marks)

Question FIVE

Discuss how proposal writing acts as a fuel source of resources and funds for development projects.

(20 marks)

BDS 4405 RESOURCE MOBILIZATION AND FUNDRAISING

MARKING GUIDE PAPER A

1. (a) Why Donors give.
 - Concern for others
 - Sense of duty
 - Surplus income
 - Guilt
 - Religious beliefs
 - Market a product
 - Social responsibility
 - Promote a companyAny 5 x 1 well explained = 5 marks

- (b) How you can mobilize resources by capitalizing on non financial resources.
 - Through volunteer time
 - Volunteer skilled labour
 - Experience
 - Seconded professional personnel
 - Training
 - Access to services provided by no profit organization.Any 5 x 1 = 5 marks

- (c) Challenges of e-mail fundraising
 - Too much junk mail – spasm
 - Ignored
 - Irritates the prospect
 - Image problems – can destroy your image very quickly because information travels fast over the internet
 - Fraudulent e-mails
 - High cost in some countriesAny 5 x 1 = 5marks

- (d) Risks of enterprise based fundraising
 - Lose money
 - Lose focus on your mission

- Create conflict between people
 - Create conflicting organization culture
 - Confuse beneficiaries
 - Create doubts with some traditional donors
 - Risk losing your nonprofit status from the government
 - Lose clients to other organizations
- Any 5 x 1 = 5marks

(e) How television has contributed to Resource mobilization

- More talk shows.
 - Expanding news content: eco. Journal, business focus, etc.
 - Advertising
 - Open question
- Any 5pts x 1 = 5marks

(f) How membership and clubs can contribute to resources mobilization and fundraising.

Open question any 5pts well explained and convincing.

Q2. Legacy marketing and Fundraising

- Approach people
 - Encourage change of attitude on death
 - Part of deceased estate to a worthy cause.
 - Start foundations while still alive
- Any 4 pts x 5 marks

Q3. Contributions of international non-Governmental organizations in supporting projects in the developing world.

Open question students to mention at least 4 examples of NGOs e.g. Oxfam, Plan international save the children.

Q4. Role of beneficiaries in project resources mobilization

- Monitor projects
- Contribute resources
- Prioritize issues
- Dialogue with sponsors

Open question – student must be articulate and bring out a good picture of the role of the beneficiaries

Q5. How proposal writing acts as a fuel source of resources and funds for development project

- Open question student to discuss what a proposal is and its usefulness in raising funds.

Any 4 pts x 5 = 20 marks

