



# 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

