



# TECHNICAL UNIVERSITY OF MOMBASA

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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.**

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## **Question ONE**

- a) Explain what fundraising entails. **(4 marks)**
- b) Describe using examples how you can mobilize resources by accessing existing wealth. **(5 marks)**
- c) Explain the importance of website in fundraising. **(5 marks)**
- d) Outline five challenges of website fundraising. **(5 marks)**
- e) Describe the benefits of Raising Funds through social enterprise. **(5 marks)**
- f) Explain how the Radio has contributed to resources Mobilization and fundraising. **(5 marks)**

## **Question TWO**

Discuss the impact of international foundations on development in Kenya.

**(20 marks)**

## **Question THREE:**

“Internal Church Based or Religious organizations are vehicles of change and development” Discuss using examples.

**(20 marks)**

**Question FOUR**

Discuss using examples the role of the corporate Donors in resources Mobilization and fundraising for development projects.

**(20 marks)**

**Question FIVE**

Discuss the challenges involved in resources mobilization and fundraising for development projects.

**(20 marks)**

## **BDS 4405 RESOURCE MOBILIZATION AND FUNDRAISING**

### **MARKING GUIDE PAPER B**

1. (a) What fundraising entails
  - Is about selling
  - It's a process not event – way of building rewarding relationships
  - Inform, motivate and facilitate giving
  - Art of getting people to give what

Any 2 pts x 2 = 4marks
  
- (b) How one can mobilize resources using existing wealth:
  - (Private and public sources) persuade to give.
  - Indigenous foundation
  - Individual philanthropy
  - Grassroots CSOs
  - Government
  - Business

Any 5 pts x 1 = 5marks
  
- (c) Importance of websites fundraising
  - Researching
  - Disseminating information
  - Promoting your organization
  - Communicating with potential donors
  - Enhancing your image- Good websites
  - Links to reputable organizations

Any 5pts x 1 = 5marks
  
- (d) Challenges of website fundraising
  - People hesitant to give credit card details
  - Fear of Fraud weak financial infrastructure.
  - Poor use of credit cards

- Needs regular upgrading.
- Too many sites our there
- Expensive to promote

Any 5 pts x 1 = 5marks

(e) Benefits of raising funds through social enterprises

- Reducing aid increasing conditions
- Cost recovery and service sustainability
- Funds not tied to specific activities
- Promoting organizations independence
- Enhancing organizations sustainability
- Stating down the road to self – financing

(f) How radio has contributed to resources mobilization and fundraising

- New products promotions
- Guest speaker
- Promoting causes
- Using radio personalities to raise funds.

Any 5pts x 1 = 5 marks

Q2 Discuss the impact of international foundations on development.

E.g. Ford Foundation, welcome Trust, Aga Khan Foundation, open questions – learner. Must articulate points to indicate involvement of such foundations on development. Any 4 pts x 5 = 20marks.

Q3. International church Based or religious organization as vehicles of change and development.

- e.g.
- Christian aid
  - Catholic relief
  - World vision
  - Open question

Any 4 x 5 well explained total 20marks)

Q4. Role of corporate Donor in resource Mobilization and Fundraising.

These are

- Local small businesses
- National companies
- Multinational companies

Learner to discuss any 4 examples and their contribution

4 pts x 5 = 20 marks

Q5. Challenges in resources

- Mobilization and fundraising
- Lack of skilled manpower
- Lack of formation about donors
- Lack of planning
- Dishonesty in fundraising
- Open questions

Any 4 x 5 = 20 marks