TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

SOCIAL SCIENCES

UNIVERSITY EXAMINATION FOR:

BSDS Y4S1

BDS4405: RESOUCE MOBILIZATION AND FUNDRAISING

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: 13 Dec 2016

Instructions to Candidates
You should have the following for this examination
-*Answer Booklet, examination pass and student ID*
This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.
Do not write on the question paper.

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:

"International 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 plula uthropy

      -   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- God 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