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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE CERTIFICATE IN COMMUNITY DEVELOPMENT AND SOCIAL WORK
CDS 201: RESOURCE MOBILIZATION AND FUNDRAISING

Date: 14TH APRIL 2023

Time: 2:30PM-4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- List five reasons why it is important for organizations dealing with community projects to conduct resource mobilization drive (5 Marks)
- Identify five sources of funding that the fundraising team can exploit on (5 Marks)
- State six ways that a fundraising team can use to reach out to their potential sponsors (6 Marks)
- Describe five challenges associated with donor dependency (5 Marks)
- Highlight four skills that a person needs to have to be effective in event organizing (4 Marks)
- State the guidelines that community development practitioners need to follow for effective resource mobilization (5 Marks)

QUESTION TWO (20 MARKS)

- Explain four techniques that can be used to mobilize financial resources to fund community projects (8 Marks)
- Describe three tools that can be used in fundraising (6 Marks)
- Expound on three ethical issues that the resource mobilizing and fundraising team need to take into consideration (6 Marks)

QUESTION THREE (20 MARKS)

- Explain four types of donors for resource mobilization (8 Marks)
- Discuss the challenges the fundraising team can be faced when organizing a fundraising event (6 Marks)
- Evaluate the process of resource mobilization that the resource mobilization team need to follow (6 Marks)

QUESTION FOUR (20 MARKS)

- Establish reasons why organizations contribute during fundraising events (6 Marks)
- Discuss effective ways that the resource mobilization and fundraising team can use in order to win sponsors (8 Marks)
- Elaborate three types of events that can be organized to conduct a resource mobilization and fundraising drive (6 Marks)

QUESTION FIVE (20 MARKS)

- Discuss the guiding principles for partnerships in resource mobilization projects (8 Marks)
- Expound on some of the factors that motivate donors to donate in fundraising and resource mobilizing projects (6 Marks)
- Clarify the reasons why some project funding proposals might not get funded (6 Marks)