



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, SECOND SEMESTER EXAMINATION
FOR THE DIPLOMA IN COMMUNITY DEVELOPMENT AND SOCIAL WORK
DDS 204: RESOURCE MOBILIZATION AND FUNDRAISING

Date: 11TH APRIL 2024

Time: 2:30PM-4:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Faith has gotten a job in KESHO organization as the project manager. One of her responsibilities is resource mobilization. In the recent past, the organizations have experienced low funding from the few donors supporting the program. As the person charged with the responsibility of raising funds for the projects, Faith has been tasked to come up with strategies of winning donor support from different sources to ensure all the projects continue and new ones are started for community development and organizational sustainability. Faith will have to establish fundraising strategies and approach different donors in philanthropy giving.

- Highlight the strategies and steps Faith will use to win donor support. (5 Marks)
- Proposal writing forms one of the basic in resource mobilization. Explain the Importance of proposal writing. (5 Marks)
- The process of resource mobilization and activities goes through several stages. Discuss the stages in resource mobilization. (5 Marks)
- Faith may want to consider media as part of the fundraising strategies. Describe the role of the media in resource mobilization / fundraising. (5 Marks)
- Monitoring and evaluation forms an important aspect in fundraising. Highlight some of the Key benefits of Monitoring and Evaluation. (5 Marks)
- There are different categories of donors Faith will need to approach. State and explain any 5 categories of donors. (5 Marks)

QUESTION TWO 20 MARKS

- Describe 6 reasons why Evaluation is important in resource mobilization. (6 Marks)
- Justify some of the sections a good project proposal should contain. (7 Marks)
- Different tools for fundraising are employed by different fundraising officers in the course of work. Discuss some of the tools used in fundraising. (7 Marks)

QUESTION THREE 20 MARKS

- Describe 7 qualities of a good resource mobilizer. (7 Marks)
- Building of consortia or partnership forms a pertinent aspect in resource mobilization. Justify the benefits of building partnerships in resource mobilization. (7 Marks)
- State and explain some of the guidelines to fundraising or resource mobilization. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Securing donor grants forms an important aspect in organizational growth. Discuss some of the tips on securing a grant. (6 Marks)
- b) Every Country has both ethical and legal issues in resource mobilization. State and explain some of the legal issues you will consider as a fundraiser. (6 Marks)
- c) There are different emerging trends that have changed the way resource mobilization is being carried out. Discuss any 8 emerging trends in resource mobilization. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss implications of donor dependency. (6 Marks)
- b) There are different types of resources in existence. State with relevant examples different types of resources. (6 Marks)
- c) The donor cultivation cycle has five-step process to cultivate resource partners. Discuss the steps of donor cultivation. (8 Marks)