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## Approach for Developing a Financial Resource Mobilization Strategy for an Organization

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### 1. Introduction

Financial resource mobilization strategy should form a critical component for any progressive organization. Organization's failure to strategically plan for resources, is an invitation for planning to fail! Despite the fact that Resource Mobilization Strategy occupies a central position in any organization's sustainability, its place in most organizations remains slipperly. In essence, Financial Resource mobilization strategy in organizations should entail drawing a deliberate fund raising framework for gathering financial resources. It involves all processes of setting resource priorities, planning for the resource flow including mapping all the traditional, current and future resource channels as well as effectively managing all stakeholders to ensure the organization's financial sustainability. The goal of resource mobilization strategy is to develop a framework to enable any organization to deliver its mandate of ensuring donor diversification of income as well as decreased dependence from donors to advance the organization's financial sustainability goals. This article provides an overview of the approach that can be used to develop a Financial Resource Mobilization Strategy for an organization.

### 2. Strategy Approach

The following components inform a typical approach that can be used to develop a Resource Mobilization strategy for an organization: Strategy Sample and Sampling Procedure, Data Collection Instruments, and Data Analysis Procedure.

#### Strategy Sample and Sampling Procedure

The sample to inform the Resource Mobilization (RM) strategy ordinarily includes the organization's board, staff members and stakeholders' representatives.

This strategy may adopt purposive sampling procedure to arrive at the sample. The choice of this procedure is informed by knowledge and experience of the targeted key informants in relation to the Resource Mobilization strategy.

#### Data Collection Instruments

The following data collection methods may be used to collect data: interview method, Focus Group Discussion and document analysis method.

*Interview Method:* The use of interviews as a data collection method is based on the assumption that the respondents' perspectives are meaningful, knowable, and able to be made explicit, and that their perspectives do affect the success of RM strategy. The interview method is used to collect data from the Key Informants may include the Organization's board, departmental heads and stakeholders' representatives.

*Document Analysis:* RM strategy approach also makes use of Document Analysis method of data collection. This method involves analyzing content from previous RM strategies, Organization's strategic plan among other documents. This method is mainly used qualitative analysis.

### **Data Analysis Procedure**

To develop the strategy, qualitative data approach of data analysis is used. This approach enables the researcher to develop a level of detail from high involvement in in-depth data from key informants.

Qualitative data is collected to inform RM Strategy Goal and Objectives, RM Strategy Guiding Principle, Framework for Resources Mobilization, Framework for Donor and Partner communication, Framework for communicating results, Framework for building resource mobilization capacity, Strategy for Implementing RM Strategy, Identifying Opportunities, Developing and Strengthening Partnership, Strategy Monitoring and Evaluation Framework, RM Strategy Implementation framework. Content analysis approach is used to analyze the Qualitative data.

### **3. Strategy Reporting Outline**

Basically, the resource mobilization strategy could assume the following outline:

#### **Preliminary pages**

*Cover Page*

*Executive Summary*

*Contents*

#### **1. Introduction**

- 1.1 Context of the Resource Mobilization strategy
- 1.2 Organization Background
  - 1.2.1 Organization vision and mission
  - 1.2.2 Organization Mandate and Services
  - 1.2.3 Organization governance and Management
  - 1.2.4 Organization situation analysis

#### **2.0 Resource Mobilization Strategy**

- 2.1 RM Strategy Goal and Objectives
- 2.2 RM Strategy Guiding Principle
- 2.3 Framework for Resources Mobilization
- 2.4 Framework for Donor and Partner communication
- 2.5 Framework for communicating results
- 2.6 Framework for building resource mobilization capacity
- 2.7 Strategy for Implementing RM Strategy
- 2.8 Identifying Opportunities
- 2.9 Developing and Strengthening Partnerships
- 2.10 Strategy Monitoring and Evaluation Framework
- 2.11 RM Strategy Implementation Budget

#### **Appendices**

- Appendix 1: Interview schedule
- Appendix 2: SWOT Analysis
- Appendix 3: RM strategy Action Plan/ Implementation Framework
- Appendix 4: Existing/Potential Funding Partner Matrix Template
- Appendix 5: Stakeholder Matrices

### **Resources for Further Reading**

CAFOR (2020). CAFOR Resource Mobilization Strategy 2020 – 2024. <https://cafor.org/cafor-resource-mobilization-strategy-2020-2024/>

Wanjohi, A.M. (2014). *Social Research Series: Proposal Writing Guide*.  
[https://kenpro.org/elibrary/resources/e\\_resources/research-methods-series-proposal-writing-guide.pdf](https://kenpro.org/elibrary/resources/e_resources/research-methods-series-proposal-writing-guide.pdf)

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