

092306T4SWC

Social Work and Community Development Level 6

COD/OS/SW/CC/04/6/A

Carry Out Resource Mobilization and Fund-Raising

July/August 2025



AMREF INTERNATIONAL TRAINING CENTER

WRITTEN ASSESSMENT

Time: 3 HOURS

INSTRUCTIONS TO CANDIDATE

1. You have **THREE** hours to answer all the questions.
2. Marks for each question are indicated in the brackets.
3. The paper consists of **TWO** sections: A and B.
4. Do not write on the question paper.
5. A separate answer booklet will be provided.

*This paper consists of **THREE (3)** printed pages
Candidates should check the question paper to ascertain that all the pages are printed as
indicated and that no questions are missing*

SECTION A (40 MARKS)

Answer all questions in this section

1. Based on your understanding of community development practices, state FOUR benefits of resource mobilization in supporting sustainable community initiatives. (4 Marks)
2. With reference, to professional standards in resource mobilization, mention THREE ethical principles that should guide fundraising activities in non-profit organizations. (3 Marks)
3. Highlight FOUR sources of funding that community-based organizations can explore for resource mobilization. (4 Marks)
4. Your manager has asked you to prepare a resource mobilization plan. Outline THREE key components you would include in the plan. (3 Marks)
5. Outline FOUR key criteria that can be used to evaluate the compatibility of a potential donor with a non-profit organization. (4 Marks)
6. Give THREE reasons why monitoring and evaluation are important in fundraising projects. (3 Marks)
7. Highlight FOUR ways in which social media impacts fundraising efforts by non-profit organizations. (4 Marks)
8. Bidii NGO has published a story highlighting the progress of their ongoing project. Outline FOUR reasons why non-profit organizations share success stories. (4 Marks)
9. Outline THREE ways you would use to acknowledge partners who supported a recent organizational event hosted by your organization. (3 Marks)
10. You are interviewing a candidate for a fundraising position. Identify FOUR key skills you would consider during the interview. (4 Marks)
11. Outline FOUR reasons why a community needs assessment is essential in mobilizing resources for community projects. (4 Marks)

SECTION B: (60 MARKS)

Answer question 12 and any other TWO questions in this section.

12. Umoja Community Empowerment Centre (UCEC), a non-profit in Kenya, supports vulnerable youth and women through vocational and entrepreneurship programs. In 2024, UCEC launched a fundraising drive to expand its services. They created donor profiles, developed engagement plans, and secured funding from several donors. A year later, one major donor withdrew due to budget cuts, forcing UCEC to suspend key programs. This exposed the risks of overreliance on a few donors. The board has now asked the team to revise their donor engagement strategy and ensure long-term sustainability.

- a) Explain FIVE types of donors that UCEC can target for fundraising. (10 Marks)
- b) Explain THREE key components that UCEC should include when developing a donor engagement plan. (6 Marks)
- c) Discuss TWO major impacts of donor dependency on community-based organizations like UCEC. (4 Marks)

13. You work with a community-based organization (CBO) aiming to improve water access in rural areas. A local donor has requested a detailed proposal before offering support.

- a) Describe FIVE essential sections to include in the fundraising proposal. (10 Marks)
- b) Explain FIVE common challenges faced when using proposals to seek funding. (10 Marks)

14. Your organization launched a school feeding program but has faced repeated funding shortages and donor fatigue.

- a) Explain FIVE possible causes of resource mobilization failure in this context. (10 Marks)
- b) Propose FIVE practical strategies to improve the sustainability of funding for the program. (10 Marks)

15. You have been tasked with identifying and coordinating partners for a national campaign to support youth employment.

- a) Discuss FIVE benefits of using partnerships or consortia in resource mobilization. (10 Marks)
- b) Explain FIVE key considerations for ensuring successful partnerships. (10 Marks)