CARRY OUT RESOURCE MOBILIZATION AND FUNDRAISING

UNIT CODE: COD/OS/SW/CC/04/6/A

UNIT DESCRIPTION

This unit cover the competencies required to carry out resource mobilization and fundraising. It entails institutionalizing resource mobilization, carry out prepositioning, identify funding gaps and opportunities and pitch for funding.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make up workplace function.	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements. *Bold and italicized terms are elaborated in the Range.*
1. Institutionalize resource mobilization.	1.1 A resource mobilization team is formed as per organisation policy 1.2 Resource mobilization strategies are formulated as per SOPs 1.3 Resource mobilization plan is developed as per organisation policy 1.4 Resource mobilization plan is implemented as per organisation policy 1.5 Monitoring and review of the resource mobilization plan is developed and implemented as per organisation policy
2. Carry out prepositioning	2.1 Prepositioning tools are developed as per SOPs 2.2 Mapping of potential donors is done as per organization policy 2.3 Strategic engagement meetings are conducted as per organization policy. 2.4 Documentation of success stories, most significant change stories and good practices is done as per organization practice

3. Identify funding gaps and opportunities.	3.1 Research on community needs is conducted as per SOPs
	3.2 Gaps are identified based on the research
	3.3 Relevant funding opportunities are identified as per the gaps identified
4. Pitch for funding.	4.1 Application for funding opportunities is carried out as per organization policy
	4.2 *Strategic consortium* is established as per organization policy
	4.3 Timely submission and follow up on *application for funding* is done as per organization policy

RANGE OF VARIABLES

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

VARIABLE	RANGE
1. Application for funding may include but not limited to:	• Proposals • Expression of interest • Letter of enquiry • Concept papers
2. Strategic consortium may include but not limited to:	• Potential implementing partners • Partnership agreements

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required Skills

The individual needs to demonstrate the following skills:

- Presentation
- Interpersonal relation
- Proposal writing
- Pitching for funding
- Training
- Planning and prioritization
- negotiation
- Report writing
- Critical thinking

- Persuasion
- Team work
- People management
- Coordination
- Organizational
- Decision making
- Proposal writing
- Pitch for funding
- Negotiation

Required knowledge

The individual needs to demonstrate knowledge of:

- Social welfare policies
- Social work practices and interventions
- Social research
- Finance management
- Government policy on finance
- Budgeting
- Central bank regulations
- Public Act
- Leadership and integrity
- Government development agenda (Big 4)
- Vision 2030
- SDGs
- Statistics
- Economics
- Basic accounting
- Digital literacy

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1 Critical aspects of competency	Assessment requires evidences that the candidate:
	1.1 Demonstrated ability to form a resource mobilization team
	1.2 Demonstrated ability to formulate resource mobilization strategy
	1.3 Demonstrated ability to formulate and implement resource mobilization plan

		1.4 Demonstrated ability to monitor and review resource mobilization
		1.5 Demonstrated ability to develop prepositioning tools
		1.6 Demonstrated ability to map potential donors
		1.7 Demonstrated ability to conduct meetings
		1.8 Demonstrated ability to document success stories, most significant change stories and best cases
		1.9 Demonstrated ability to identify funding gaps and opportunities
		1.10 Demonstrated ability to establish strategic consortium
		1.11 Demonstrated ability to submit and follow up on funding applications
2	Resource Implications	The following resources MUST be provided: 2.1 A functional office 2.2 Fully equipped simulated operations training office
3	Methods of Assessment	Competency may be assessed through: 3.1 Written tests 3.2 Interview 3.3 Oral questioning 3.4 Observation 3.5 Third party report
4	Context of Assessment	Competency may be assessed: 4.1 On-the-job 4.2 Off-the –job 4.3 During Industrial attachment
5	Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.