

# Resource Hunt

Acvt. Objective: Teach participants how to identify and mobilize resources from their environment.

How to Play:

1. Divide participants into teams (Tiny Turtle Turns.).
2. Give them a list of common resources (e.g., financial support, volunteers, materials, partnerships).
3. Teams must find real-life examples of these resources in their organization or community ( 7mins).
4. The team that finds the most useful and innovative resources wins.

Lesson: Resource mobilization is about recognizing and using what is already available.



*‘Basics of Resource Mobilization.*

*19<sup>th</sup> March 2025, Uganda Kolping Hotel, Kampala*

*“Be the Honey that attracts BEES!”*

*Presented By: Nassanga Margaret, Coordinator, UAPA*

• **The honey that attracts bees** is often used as a metaphor to describe something that naturally draws attention, support, or interest. In this context, it refers to a quality, characteristic, or offering that naturally attracts people or resources toward a particular cause or goal. The idea is that, just as bees are drawn to honey, people or organizations will be drawn to something they find valuable, appealing, or beneficial.

• **Honey = Compelling Cause or Purpose:** A cause or project that is deeply meaningful or impactful is like "honey" to potential donors or funders. When an NGO or CBO has a strong, clear mission, a clear problem it addresses, and a well-defined solution, it "attracts" donors or partners who want to be part of that impactful change.

• **Bees = Supporters, Donors, or Investors:** The supporters (bees) are drawn to the "honey" (the well-crafted, meaningful mission). The more relevant, urgent, or aligned with people's values your project is, the more likely they are to contribute or engage with your cause.

# Strategies of Resource Mobilization

## ► Traditionally

- **Grant Applications** (Government, foundations, and international donors)
- **Fundraising Events** (Charity dinners, auctions, galas, concerts)
- **Corporate Sponsorship** (CSR partnerships and sponsorships for programs/events)
- **Individual Donations** (One-time and recurring contributions from individuals)
- **Membership Programs** (Annual fees for members with benefits)
- **In-kind Donations** (Goods or services instead of money)
- **Government Contracts** (Securing funds for specific programs from the government)
- **Major Donor Campaigns** (Building relationships with high-net-worth individuals)
- **Peer-to-Peer Fundraising** (Supporters raising funds through their networks)
- **Crowdfunding (Traditional)** (Us

# Strategies of Resource Mobilization

## ► Currently

- **Crowdfunding (Digital Platforms)** (Social media-based campaigns and peer-to-peer fundraising)
- **Social Media Campaigns** (Using platforms like Instagram, TikTok, and Facebook for direct appeals)
- **Blockchain and Cryptocurrency Donations** (Accepting donations through blockchain or digital currency)
- **Online Subscription Models** (Monthly donations or memberships via platforms like Patreon)
- **Mobile Money Donations** (Using mobile payment systems for donations, especially in low-resource settings)
- **Digital Fundraising Events** (Virtual events like webinars, online auctions, and virtual marathons)
- **Influencer Partnerships** (Collaborating with social media influencers for fundraising campaigns)
- **Corporate Employee Giving Programs** (Encouraging businesses to match employee donations or set up workplace giving programs)
- **Impact Investing** (Raising funds through investments where returns support both social good and financial growth)
- **Social Impact Bonds (SIBs)** (Leveraging private investment for public good, with returns linked to the achievement of specific social outcomes)

# What Donors Seek in Request for Proposals-RFPs:

- Alignment with Donor Priorities
- Clear Project Goals and Objectives
- Sustainability
- Organizational Capacity.
- Comprehensive and Realistic Budget
- Innovative and Practical Solutions
- Monitoring, Evaluation, and Learning (MEL)
- Risk Assessment and Management
- Community Engagement
- Clear and Compelling Proposal Narrative
- Compliance with Donor Guidelines
- Beneficiary Impact

## Working documents

- ▶ Grant Application
- ▶ Project Logical Framework
- ▶ Risk Matrix
- ▶ Budget
- ▶ Requisition

# *Creative Money- Moves for UAPA Members ( 2025 tool Kit)*

## **1. Know Your Funding Sources - Understanding What Matters:**

It's crucial to understand who you're approaching for funds. Whether it's a local business, government grant, or international donor, each has different priorities. Ask yourself: What's their goal? What do they value? Tailor your pitch accordingly. For example, if you're trying to fund a community alcohol awareness campaign, you might approach a company with a strong CSR program focused on health and wellness. The better you understand your funders, the more likely you are to secure that check. And remember, sometimes it's not just about the money – it's about forming long-term relationships.

## **2. The Power of First Impressions - Dress for Success:**

- Presentation is key when it comes to fundraising. It's not about looking flashy, but about presenting yourself in a way that conveys professionalism and respect. Dress in a modest, neat, and professional manner – your appearance can significantly affect how you're perceived. Dressing appropriately helps build trust and credibility. You don't want to misrepresent the cause you're advocating for – keep it modest and approachable, avoiding over-the-top or distracting styles.

## *Creative Money Moves for UAPA Members Contd*

### **3. Be Ready to Pitch - Know Your Stuff:**

- Always be prepared to pitch your idea or project clearly and passionately. You never know when an opportunity to present your cause will arise - it could be in an elevator, at an event, or even over a coffee. Keep your pitch short, sharp, and impactful. Focus on the problem, your solution, and why your initiative is worthy of investment. And most importantly, be confident but not arrogant!

### **4. Look for the Silver Lining - Make the Best of Every Situation:**

- Fundraising isn't always smooth sailing. Whether you're facing a rejection, a tight budget, or a fundraising slump, look for the silver lining. Turn challenges into opportunities. For instance, a donor might turn you down, but they could offer advice, a connection, or introduce you to someone else who could help. Every setback can be a learning experience or even a chance to pivot and grow stronger.

## *Creative Money Moves for UAPA Members Contd*

### **5. Be Solution-Oriented - Focus on Fixing Problems:**

- When discussing your project with potential funders, be solution-focused. Avoid dwelling on problems and instead highlight how your initiative provides solutions. What positive changes will it bring to the community? Be clear about how your project aligns with potential funders' goals and values, showing them that you're bringing something valuable to the table ( it can be at no cost, leave a business card it card be a bridge to your next opportunity).

### **6. Stay Classy - Don't Downplay Others to Get Ahead:**

- In the competitive world of fundraising, it's tempting to downplay competitors or other initiatives to make your own project seem better. But this approach can come off as unprofessional and even disrespectful. Instead, focus on your own strengths and why your project deserves support. It's always more powerful to lift up others and highlight your unique contributions than to tear down someone else's efforts.

## *Creative Money Moves for UAPA Members Contd*

### **7. Be Warm and Friendly - Build Genuine Connections:**

•While being professional is important, don't forget the power of warmth. People are more likely to support a project they feel emotionally connected to. Be approachable, friendly, and authentic. Your body language, tone, and overall demeanor matter. Avoid sounding cold, defensive, or robotic. A warm tone, a smile, and a sincere interest in your audience go a long way in building trust and engagement.

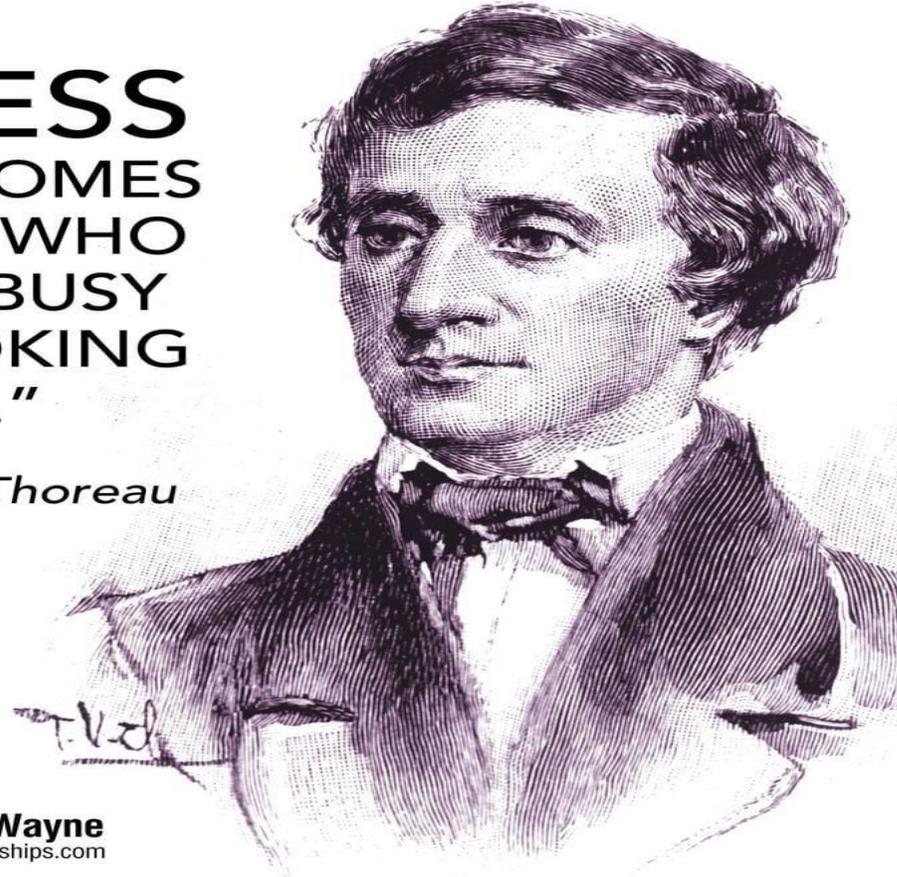
### **8. Creative Fundraising Ideas:**

•**Crowdfunding**,: Use platforms like GoFundMe or Kickstarter, indiegogog), **Charity Events**: (Host a virtual or in-person fundraiser like a 5k run, a gala.)

•**Others**; Subscription or Membership Model ( friends of ), Leverage Influencers and Ambassadors; Make lots of friends.

**"SUCCESS  
USUALLY COMES  
TO THOSE WHO  
ARE TOO BUSY  
TO BE LOOKING  
FOR IT."**

*~ Henry David Thoreau*



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*Apfoyo Matek, Thank you, Orakoze chane, Merci beaucoup*