

Building a resource mobilization plan

A resource mobilization plan should help you in responding to these simple questions: Where are we now? Where do we want to go? How do we get there? You can adapt and develop your targeted resource mobilization plan following this structure:

Analytical overview (WHERE ARE WE NOW?)

- Analysis of RM history
- Financial analysis (financial status, financial gaps, financial projections)
- Analysis of current donors
- Analysis of the operational environment (e.g. competitors, regional fundraising market, internal challenges)

Vision and objectives (WHERE DO WE WANT TO GO?)

- Amount to be raised
- Purpose of fundraising workstreams (aka compelling reason for donors to give)
- Analysis of potential income streams (clusters of donors, specific donor prospecting)
- Timeline

Implementation plan (HOW DO WE GET THERE?)

- Activities and timeline
- Roles and responsibilities
- Resources available for the implementation of the RM plan
- Investment needed

Resource mobilization reflection note- *Invest in partnerships not projects*

Resist the temptation to focus solely on opportunistic resource mobilization, honing in only on projects that come knocking at your door. While seemingly beneficial in the short-term, such investments are seldom sustainable, and they stifle the spirit of innovation, leading to a host of managerial challenges such as contract dependencies and inherent biases in project assessments.

Instead, let's pivot our focus to fostering partnerships, directing our resource mobilization efforts towards core funding. This strategic shift will establish a robust 'sandbox'—an environment where partners are empowered to freely experiment and innovate.

Investing in, nurturing, and committing resources to long-term partnerships presents a more viable approach than rallying resources for specific, isolated projects. In this collaborative arena, we can co-create and shape projects and activities together, allowing us the flexibility to adapt and evolve as necessary.