

Resource Mobilization

As a management process that involves identifying people who share the same values as your organization, and taking steps to manage that relationship. Resource mobilization is all the means that an organization should acquire to implement its action plan. It goes beyond fund raising. It entails obtaining various resources from a multitude of partners, by different means. Thus, resource mobilization could be seen as a combination between:

Resources – elements necessary for the running of an organization.

Mechanisms – means which make it possible to obtain resources directly.

Partners – persons and/or institutions providing resources.

Thus resource mobilization may be defined as: a management process that involves identifying people who share the same values as your organization, and taking steps to manage that relationship. Resource mobilization is actually a process that involves three integrated concepts: The key concepts are: organizational management and development, communicating and prospecting, and relationship building. Each concept is guided by a number of principles.

1. Organizational Management and Development

Organizational management and development involves establishing and strengthening organizations for the resource mobilization process. It involves identifying the organization's vision, mission, and goals, and putting in place internal systems and processes that enable the resource mobilization efforts, such as: identifying the roles of board and staff; effectively and efficiently managing human, material, and financial resources; creating and implementing a strategic plan that addresses the proper stewardship and use of existing funds on the one hand, and identifies and seeks out diversified sources of future funding on the other.

Communicating and Prospecting- Once an organization has achieved a certain readiness for resource mobilization, it must then take on another challenge: ensuring its long term sustainability by acquiring new donors and maintaining a sizeable constituency base. The art of resource mobilization entails learning how to connect with prospective donors in a manner and language they understand, and finding common ground through shared values and interests. It also entails discerning the right prospect to approach, and matching the appropriate resource mobilization strategy to the prospect.

Relationship Building And thus the courtship begins: once you identify your donors, the objective then is to get closer to them, get to know them better, very much the same way as developing a casual acquaintance into a trusted friend and confidante. As the relationship deepens, this increases the chance of donors giving higher levels of support over time,

intensifying commitment and enlarging investment. As cultivation techniques become more targeted and personal, a donor may become more involved in the organization. Initiating new relationships, nurturing existing ones, and building an everexpanding network of committed partners is an ongoing activity, embedded as a core function of the organization. This requires the dedication of board members, staff and volunteers.

Resource mobilization goes beyond raising funds. It is a combination between resources mechanism and partners.

1.Importance

- To diversify and expand resources.
- Resource Mobilisation helps to formulate an independent budget. To break the tradition of running the specific programs of any donor agencies only.
- To spend in the program of the organisation's liking.
- To decrease dependency on others.
- To save oneself the chance of becoming contractors of foreign donor agencies.
- For sustainability of the organisation and program.
- For maximum use of domestic capital and skills.
- To fulfill responsibilities towards the community.
- To disseminate the good practices of the organization.
- To develop new thinking and challenge the old traditions.

2.Features

- Resource identification
- Identification of resource provider.
- Identification of mechanism to receive resource.
- Expansion of relations with the Resource Provider
- Right use of resource
- Knowledge and skills to Resource Mobilisation

- Human skills, service, information, equipment
- Seeking out new resource
- Thought of institutional sustainability
- Lower financial risk

3.Resources

- **Moral Resources** include legitimacy, solidarity, and sympathetic. Those resources tend to originate outside of a social movement and are generally being granted by an external source. Therefore the source can also retract those resources. A fact that makes them less accessible and more proprietary than cultural resources.
- **Cultural Resources** are cultural products such as conceptual tools and specialized knowledge that have become widely known. These include among others understanding of the issues, collective action know-how, prior activist experience, and organizational templates. Those resources are widely available, less proprietary, and accessible for independent use (compared with moral resources). This category also includes use or issuance of relevant productions such as music, literature, magazines, films, and content on social media platforms. Those products facilitate the recruitment and socialization of new agents and help maintain readiness and capacity for collective action.
- **Social–Organizational Resources** are divided into three general forms: infrastructures, social networks, and organizations. Infrastructures are mostly public goods such as postal service, transportation infrastructure, the Internet (that is, the technological information and communication network rather than the websites and commercial platforms accessible via the Internet), or sanitation. In comparison with infrastructures, the access to social networks and/or formal organizations, that is, access to the resources embedded in these networks/organizations, enjoys a great deal of social and economic control.
- **Human Resources** include resources like labour, experience, skills, and expertise, which are embodied by individuals such as the movement’s volunteers, staff, or leaders (i.e., the movement’s human capital).
- **Material Resources** refer to financial and physical capital, including monetary resources, property, office space, equipment, and supplies.
- Mechanisms of access to the defined resources.
- Aggregation of resources held by dispersed individuals and their conversion into collective ones that can in turn be allocated by movement actors.

- Self-production refers to mechanisms in which movement actors create or add value to resources that have been aggregated, co-opted, or provided by patrons.
- Co-optation is the transparent, permitted borrowing of resources that have already been aggregated by other existing forms of social organization. Appropriation on the other hand, is the secret exploitation of the previously aggregated resources of other groups.

4.Resource Providers

- Organisation/Institution
- Internal Non-Government Organisation/Institution
- National Governments
- Business/Organisation/Private sector
- Individual and Other Groups.

5.Development and Management of Resource Mobilization program

- Preparing a specific Resource Mobilization strategy;
- Identifying and broadening the stake holder group;
- Developing key messages;
- Selecting resource mobilization vehicle;
- Resource Mobilization monitoring and evaluation;
- Gearing up for Resource Mobilization.

6.Preparing a specific Resource Mobilization strategy

- Reviewing the organizational strategic plan;
- SWOT Analysis
- Resource Mobilization plan;
- Determining Resource Mobilization targets;
- Determining Resource needed.