



HEALTH
COMMUNICATION
CAPACITY
COLLABORATIVE



RESOURCE Mobilization Implementation Kit

An Overview

Presenters:

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USAID
FROM THE AMERICAN PEOPLE

Introductions

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Eliana Monteforte, MPH



Outline

- Define Resource Mobilization
 - Goals
 - Challenges
 - Strategies
- Overview of Resource Mobilization I-Kit
 - Purpose
 - Audience
 - Structure



Definition

Resource Mobilization: Refers to all activities undertaken by an organization to secure new and additional financial, human and material resources to *advance its mission*. Inherent in efforts to mobilize resources is the drive for *organizational sustainability*.



Resource Mobilization Goals

Organizational Self-Sufficiency

- Fund activities and endeavors through income *alone*



Organizational Sustainability

- Fund activities and endeavors through a *combination* of income, charitable contribution and subsidies

Challenges for SBCC Organizations

- Integrating into the overall health system
- Responding to USAID procurements
- Developing resource mobilizations strategies and units
- Establishing a NICRA



Types of Organizational Planning

- Strategic Planning
- Operational Planning
- Business Planning
- Resource Mobilization Planning



Questions?



Resource Mobilization Strategies

- Proposal and Grant Applications
- Fundraising
- Business Plans



Purpose of the I-Kit

To provide organizations with tools and resources to:

- Track, scan, identify and respond to procurements
- Manage proposal processes
- Partner with local and international organizations
- Pursue fundraising opportunities
- Draft budgets in compliance with donor/funder guidelines
- Develop budgets and revenue projections for the design and launch of new products and/or services



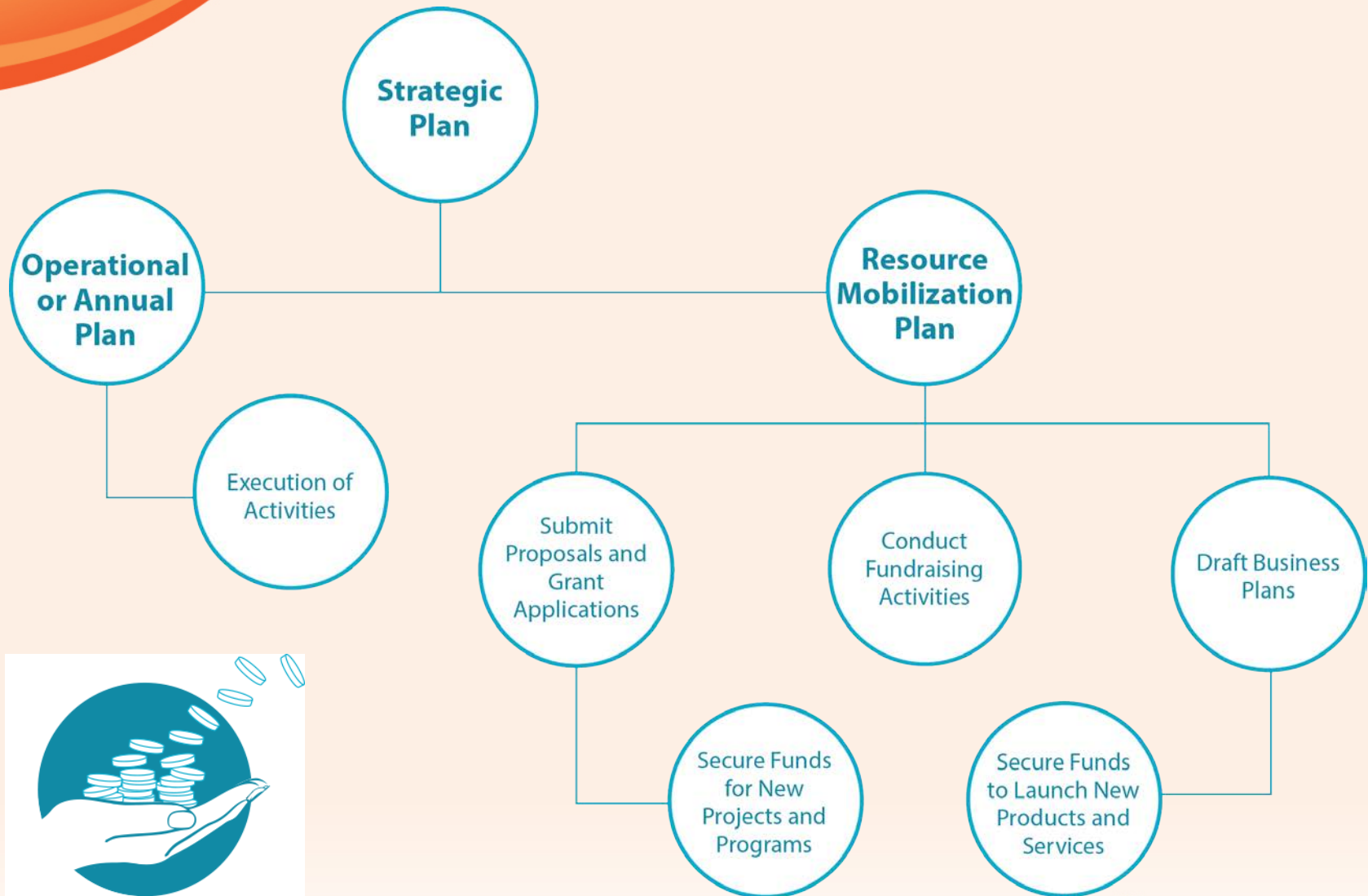
Audience

Those responsible for resource mobilization:

- Executive Director
- Director of Business Development or Resource Mobilization team
- Staff involved in product design, delivery and financial management or marketing



Structure of the I-Kit



Structure – Proposal Development



PROPOSAL

HOME » PROPOSAL AND GRANTS

OTHER REVENUE OPTIONS



Fundraising



Business Plans

Steps

- 1 Gather Intelligence
- 2 Approach Funders
- 3 Complete a Risk Assessment
- 4 Analyze a Solicitation
- 5 Write a Proposal
- 6 Manage the Proposal Process

REVENUE OPTIONS

TEMPLATES

GLOSSARY

Search



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Structure – Fundraising

The screenshot shows a web page titled 'RESOURCE Mobilization Implementation Kit' with a 'FUNDRAISING' section. The page features a navigation menu with 'OPTIONS', 'TEMPLATES', and 'GLOSSARY'. A search bar is visible on the right. The main content area is titled 'Steps' and lists five items: 1. International Fundraising Associations, 2. Developing a Fundraising Plan, 3. Writing a Fundraising Proposal, 4. Crowdfunding, and 5. Selected Bibliography. On the left side of the page, there is a sidebar titled 'OTHER REVENUE OPTIONS' with two items: 'Proposal and Grant Applications' and 'Business Plans'. The right side of the page contains introductory text about the resources, mentioning that they are available in various formats and can provide information on different fundraising methods. The text is partially cut off at the bottom.

Steps

- 1 International Fundraising Associations
- 2 Developing a Fundraising Plan
- 3 Writing a Fundraising Proposal
- 4 Crowdfunding
- 5 Selected Bibliography

OPTIONS TEMPLATES GLOSSARY

FUNDRAISING

HOME » FUNDRAISING

OTHER REVENUE OPTIONS

Proposal and Grant Applications

Business Plans

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Structure – Business Planning



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HOME » BUSINESS PLANS

OTHER REVENUE OPTIONS



Steps

- 1 The Organization's Mission
- 2 The New Business Opportunity
- 3 The Market for the New Business Opportunity
- 4 Plan for Design and Launch
- 5 The Financial Health of the Organization
- 6 Funding Requirements
- 7 Return on Investment
- 8 The Evaluation Plan

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TEMPLATES

GLOSSARY



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Up Next!

- Deep Dive into Business Planning
(September 22, 2015 @ 8:30 a.m. EST)
- Deep Dive into Proposal and Grant
Development (September 24, 2015 @ 8:30
a.m. EST)
- Launch of the Resource Mobilization I-Kit
(September 30, 2015)



Questions?



Thank You!

Deep Dive into Business Planning

Tuesday, **September 22, 2015**, at 8:30 am EDT

[Log on](#) and enter as "Guest"

[**REGISTER NOW**](#)

Deep Dive into Proposal Writing and Grant Development

Thursday, **September 24, 2015**, at 8:30 am EDT

[Log on](#) and enter as "Guest"

[**REGISTER NOW**](#)