



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF EDUCATION
BACHELOR OF EDUCATION (EARLY
CHILDHOOD EDUCATION WITH PROJECT
MANAGEMENT)**

**COURSE CODE: ECP 3202-1
COURSE TITLE: RESOURCE MOBILIZATION
AND GRANT PROPOSAL WRITING**

DATE: 19TH APRIL 2023

TIME: 14:30 PM – 16:30 PM

INSTRUCTIONS TO CANDIDATES

Question 1 is compulsory. Answer any other **TWO** questions.

SECTION A

- 1.a. List **TWO** (2) expected learning outcomes for studying this unit. **(2 MKS)**
- b. Define the following terms giving one example for each **(4 MKS)**
- i) Resource
 - ii) Mobilization
 - iii) Mobilization
 - iv) Fundraising
- c. Differentiate between “Grant and loan” **(2 MKS)**
- d. Briefly explain **THREE** (3) benefits of fundraising. **(3MKS)**
- e. List **THREE** (3) challenges of fundraising **(3 MKS)**
- F. What is the importance of fundraising in the community? **(3 MKS)**
- g. Explain how can you overcome the challenges of fundraising raised in (e) above. **(3 MKS)**

SECTION B

- 2.a) Explain the following **THREE** (3) basic principles of fundraising **(6 MKS)**
- i. Successful fundraising is not magic.
 - ii. Fund-raising is not raising money, it is raising friends
 - iii. People do not just reach for their check books and give money to an organization. They have to be asked to give.
- b) Briefly explain **TWO** (2) basic principles for a successful fundraising **(4 MKS)**
- c) Describe **THREE** (3) skills required for successful fundraising for institutions dealing with childcare centers **(3 MKS).**
- d) What are the truths about in fundraising? **(2 MKS)**
- 3.a) Explain **FOUR** (4) important soft skills for fundraisers **(4 MKS)**
- b) How can you improve on written communication skills to strengthen fundraising skills **(2 MKS)**
 - c) How can you improve on verbal communication skills to strengthen fundraising skills. **(2 MKS)**
 - d) List **THREE** (3) Possible sources of grants/funds **(3 MKS)**
 - e) Discuss the following Basic Principles of a successful Fundraising “Fundraising is Everyone’s Responsibility” **(4 MKS)**
- 3.a) Describe the following terms **(6 MKS)**
- i. Grant Management
 - ii. Grant makers
 - iii. Grant seekers
- b) Give **THREE** (3) reasons why you Grant Management Process is important. **(6 MKS)**
- C) Explain some of the simple techniques of Effective Fundraising for Non- profits organizations. **(3 MKS)**
- 4.a) What is a fundraising proposal? **(2 MKS)**
- b) Describe the components of a proposal **(10 MKS)**

c) Explain "Great Interpersonal Skills"

(3 MKS)

5. Write a sample of a fundraising proposal for child's based project of your choice.

(15 MKS)

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