



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS, HUMANITIES, SOCIAL  
SCIENCES AND CREATIVE INDUSTRIES**

**COURSE CODE: SWK 3235-1**

**COURSE TITLE: PUBLIC BENEFIT ORGANIZATIONS AND  
RESOURCE MOBILIZATION**

**DATE: 31/5/24                      TIME: 0830-1030HRS**

**INSTRUCTIONS TO CANDIDATES**

Answer Question **ONE** and any other **TWO** questions

*This paper consists of **THREE** printed pages. Please turn over.*

### **QUESTION ONE**

- a) Envision yourself as the owner of a small business aiming to expand its operations. Discuss how effective resource mobilization strategies can contribute to the growth and sustainability of your enterprise, particularly in the context of securing funding, acquiring necessary resources, and fostering strategic partnerships. **(7 marks)**
- b) Suppose you are the manager of a non-profit organization focused on youth empowerment. Design a comprehensive marketing and communication strategy to engage and attract potential donors, sponsors, and volunteers to support your cause. **(7 marks)**
- c) As a social worker embedded within a community-based organization, identify and analyze the challenges and opportunities associated with forging partnerships and mobilizing resources to address social issues such as poverty, unemployment, and homelessness. Discuss potential strategies for overcoming these challenges and maximizing the benefits of collaboration. **(6 marks)**

### **QUESTION TWO**

- a) Assume the role of a fundraising coordinator for a local environmental conservation NGO. Develop a fundraising proposal targeting corporate sponsors to support your organization's initiatives aimed at preserving biodiversity and mitigating environmental degradation. **(8 marks)**
- b) Suppose you are a program manager at a local community center focused on youth development. Design a creative and impactful fundraising event that aligns with your organization's mission and engages the broader community. **(7 marks)**

### **QUESTION THREE**

Envision yourself as a community organizer advocating for social justice and human rights. Discuss the role of grassroots fundraising in empowering communities to address systemic inequalities and advance progressive causes. Highlight the importance of participatory fundraising approaches that prioritize community ownership, autonomy, and collective action. **(15 marks)**

**OR**

Ideate yourself as a fundraising consultant hired by a community-based organization serving marginalized populations. Propose a comprehensive fundraising strategy tailored to the organization's specific needs and target audience. Include innovative approaches to donor cultivation, engagement, and stewardship, considering the organization's mission, values, and impact.

**(15 marks)**

#### **QUESTION FOUR**

- a) Suppose you are leading a fundraising team for a humanitarian aid organization responding to a natural disaster. Describe the different types of fundraising approaches you would utilize to mobilize emergency relief funds quickly and effectively. **(7 marks)**
- b) Discuss the advantages and limitations of each approach identified above in the context of humanitarian crises. **(8 marks)**

#### **QUESTION FIVE**

Imagine you are a development officer for an arts and culture nonprofit organization. Explore the unique challenges and opportunities associated with fundraising in the creative sector, including strategies for engaging individual donors, corporate sponsors, and philanthropic foundations to support artistic endeavors and cultural programs. **(15 marks)**

**OR**

As a social worker employed by a community development agency, you are responsible for mobilizing resources to support programs aimed at empowering marginalized communities. Describe how you would leverage community partnerships and collaboration to enhance resource mobilization efforts. **(15 marks)**

**END//**