



Short course on “ **PROJECT FUNDRAISING AND RESOURCE MOBILIZATION STRATEGIES** .”

FEES: TZS 875,000/=

DATE : 9th to 11th June, 2022

LOCATION: CoEBS Conference Room, SUA MOROGORO

DEADLINE: 2TH June, 2022

Course Objective

- Understand concepts and importance of Fundraising and Resource Mobilization for projects/programmes
- To help participants develop strategies for mobilizing resources to meet their organizations demands.
- Describe the process and tools used in Resource Mobilization
- Develop a Business plan and a proposal for mobilizing resources.
- Appreciate the role of monitoring and evaluating in Resource Mobilization

Who Should Attend?

This course is aimed at managers, program/project coordinators and other project staff whose roles involve developing proposals for fundraising and report writing for their organization.

Course Content

1. Overview and concepts in resource mobilization and fundraising
2. Value and importance of fundraising
3. Fundraising methods, strategies and principles
4. Types of resources and donors
5. The resource mobilization process
6. The principles and moral aspects of resource mobilization and fundraising
7. Challenges in mobilizing resources
8. Mechanisms and tools for resource mobilization
9. Strategies for resource mobilization
10. Proposal writing for fundraising and resource mobilization
11. Business plan writing for fundraising
12. Best practices of resource mobilization
13. Resource mobilization monitoring and evaluation

MODE OF PAYMENT: Payment should be deposited into the bank account

BANK: CRDB

ACCOUNT NAME: AB-CONSULT

ACCOUNT NUMBER: 0150358085700

Certificate will be offered

FOR REGISTRATION

Pay fees before the deadline

Confirm by emailing to abconsult@sua.ac.tz

Contact Person

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