# STRENGTHENING INROADS' MEMBERS CAPACITY FOR RESOURCE MOBILIZATION

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# USE 1 OR 2 WORDS TO DESCRIBE



### Our purpose for today:

0

Learning the language of RM & understanding key RM concepts.

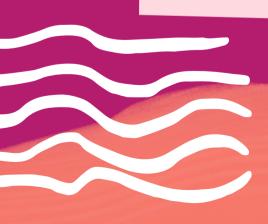
1

Mapping donors' landscapes and creating a pipeline.

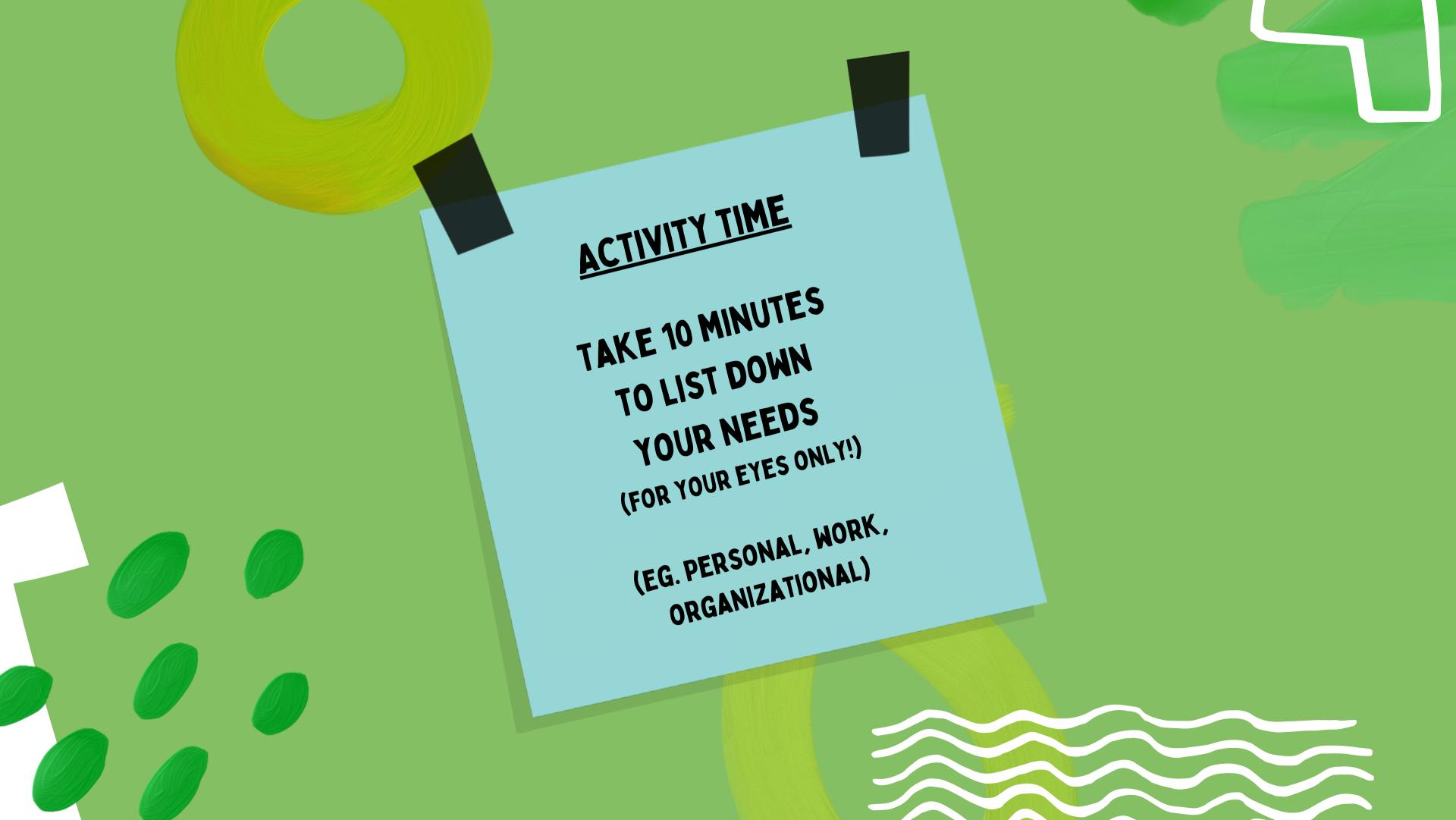
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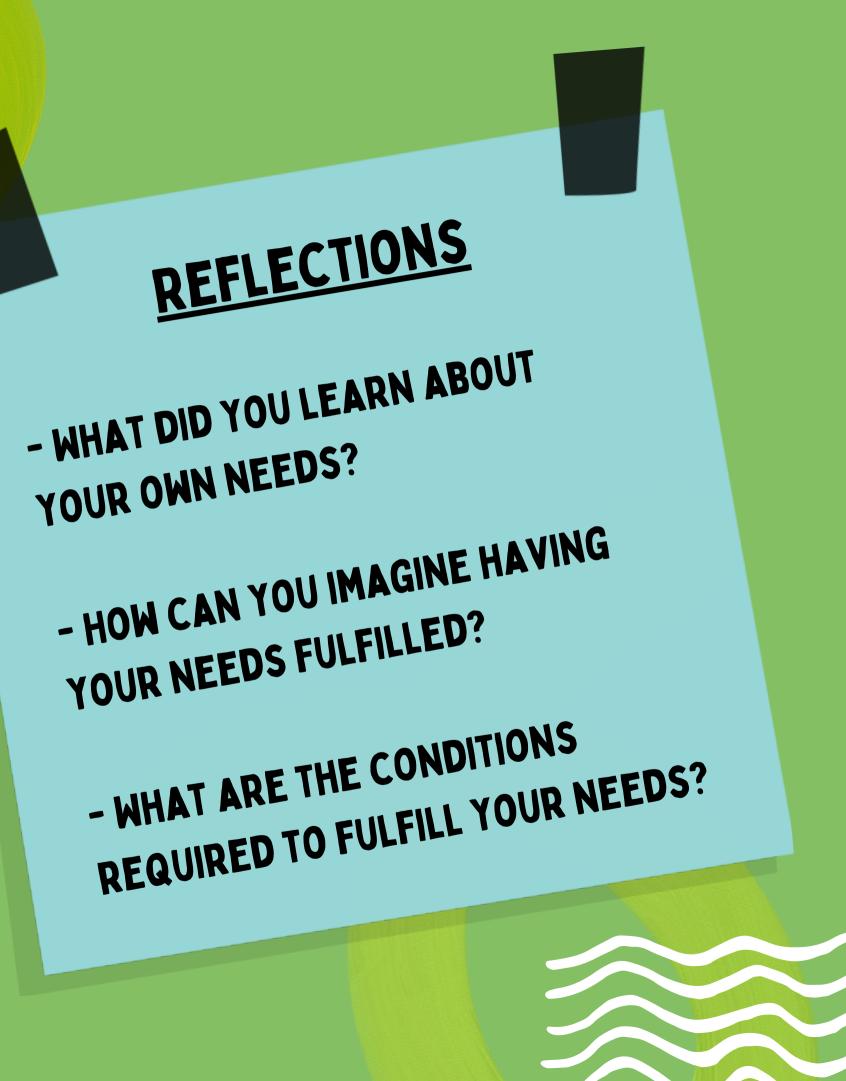
Finding the most appropriate calls for proposals for the type of work the organization does.

3









#### Universal Human Needs – Partial List

(without reference to specific people, time, actions, things)

Subsistence and Security	Connection
Physical Sustenance	Affection
Air	Appreciation
Food	Attention
Health	Closeness
Movement	Companionship
Physical Safety	Harmony
Rest / sleep	Intimacy
Shelter	Love
Touch	Nurturing
Water	Sexual Expression
	Support
Security	Tenderness
Consistency	Warmth
Order/Structure	
Peace (external)	To Matter
Peace of mind	Acceptance
Protection	Care
Safety (emotional)	Compassion
Stability	Consideration
Trusting	Empathy
	Kindness
	Mutual Recognition
Freedom	Respect
Autonomy	To be heard, seen
Choice	To be known, understood
Ease	To be trusted
Independence	Understanding others
Power	Community
Self-responsibility	Belonging
Space	Communication
Spontaneity	Cooperation
	Equality
Leisure/Relaxation	Inclusion
Humor	Mutuality
Joy	Participation
Play	Partnership
Pleasure	Self-expression
Rejuvenation	Sharing

Sense of Self	Meaning
Authenticity	Aliveness
Competence	Challenge
Creativity	Consciousness
Dignity	Contribution
Growth	Creativity
Healing	Effectiveness
Honesty	Exploration
Integrity	Integration
Self-acceptance	Purpose
Self-care	
Self-connection	Transcendence
Self-knowledge	Beauty
Self-realization	Celebration of life
Mattering to myself	Communion
	Faith
Understanding	Flow
Awareness	Hope
Clarity	Inspiration
Discovery	Mourning
Learning	Peace (internal)
Making sense of life	Presence
Stimulation	

This list builds on Marshall Rosenberg's original needs list with categories adapted from Manfred Max-Neef. Neither exhaustive nor definitive, it can be used for study and for discovery about each person's authentic experience.







List the resources
needed for each of your
organization's projects
and/or organizational
priorities.

1

Know how the organization is going to go about mobilizing resources.

From there, create a plan.

2

Gather a team of staff and/or volunteers who will be responsible for mobilising the needed resources.

3





# Power dynamics!

Understand

1) different audiences and 2) the resources that can be obtained from each of them.

4



Ask yourself:

Which donors do you want to engage with that matches your values?

5

Tell your story!

Get to know yourself so you can present to your audience. Shape your identity and know your why and the worth of your work and impact it creates.

6

Once you have identified answers to the previous questions, prepare the grounds for your proposal!

Answer at least the following questions, tailoring your proposal to each call or proposal-writing invitation --->

#### Who are we?

Present your story, vision, mission, history, etc.

#### Who are my people?

Who do I want to serve and work with, and why?

#### Why do we want to do this work?

What would happen if this work was not done? What gap is your work filling?

#### Who will I be collaborating with?

Where and what is your network/constituency? How do you plan to work with them specifically?

#### How am I going to accomplish the activities?

Plan using a logic that covers objectives, activities, who is responsible, in what timeline, cost, etc.





#### **UNDERSTANDING WHAT A PORTFOLIO/ PIPELINE IS:**

- CREATE A CONSCIOUS LIST OF POTENTIAL DONORS
- REMEMBER: LESS IS MORE
- WITHIN THE PIPELINE, ASK YOURSELF/YOUR ORGANIZATION:
  - DO YOU HAVE EXISTING DONORS?
  - DO YOU WANT TO CONTINUE YOUR RELATIONSHIPS?
- ALSO IDENTIFY + KEEP TABS ON OTHER POTENTIAL DONORS, MAKING SURE THAT THIS PIPELINE/PORTFOLIO SUITS YOUR WORK AND MISSION.

## CREATE AN EASY TO MANAGE DOCUMENT WHERE YOU CAN KEEP TRACK OF FUNDAMENTAL INFORMATION, SUCH AS:

- DATES FOR CALLS FOR PROPOSALS
- TARGET THEMATIC AREAS
- TARGET GROUP(S)
- CONTACT DETAILS & PERSONS
- RELATIONSHIP MANAGEMENT EXPECTATIONS

USE DONOR FINDERS FOR HOW TO SEARCH FOR DONORS
ONE EXAMPLE: <a href="https://www.civicus.org/index.php/donor-finder">https://www.civicus.org/index.php/donor-finder</a>





COME TOGETHER TO WORKSHOP A COMMON IDEA OF A PROJECT.

IT CAN BE HYPOTHETICAL OR ONE THAT YOU HAVE ALREADY BEEN WORKING ON.
USING THE BASIC QUESTIONS OF THE PROPOSAL WRITING TECHNIQUES, WORKSHOP
THE PROJECT WITH EMPHASIS ON YOUR UNIQUE NEEDS, INCORPORATING YOUR
ORGANIZATIONAL IDENTITY, AND THE LANGUAGE WE HAVE DISCUSSED.



## PLENARY:

WHAT FEEDBACK WOULD YOU GIVE?

WHAT WOULD YOU CHANGE?

WHAT WORKED?







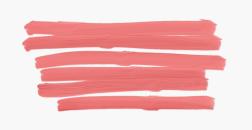
### CLOSING THE SPACE:











# SHARING A WORD OF GRATITUDE

