

# Best Practices for Resource Mobilization

- **What are resources?**

These are supplies that we can use to facilitate a given cause/activity.

- **These can include:**

- Monetary contributions;
- Time;
- Human beings/skills; and
- Gifts in kind

# Why do parties/women wings mobilize resources?

## Note:

Many a times, the universal lament of all political party organizers is, “if we had more money, we could get our message out, recruit more members, buy more office equipment or run better campaigns.” Unfortunately, for most political parties money is usually in short supply.

Because of this, resource mobilization must be a top priority of any party and this priority should be reflected in a party’s organizational structure and staffing (*Ref. FDCWL structure – Treasurer’s office*)

# Political parties and their organs mobilise resources because:

- Parties are not profit making organizations;
- They need to have some funds to run a number of party activities such as:
  - Recruiting of more members;
  - Organizing campaigns and elections;
  - Paying the media, Office rent etc.
- To ensure that the party has continuance in all its programs.

# **Why should a women's wing mobilize funds?**

- To fund their budget;**
- To implement their action plan;**
- To attract more women to the party and to retain them;**
- Because a well sourced women's wing makes work easier for the main stream party.**

# What should the women's wing do in order to mobilize funds?

## Note:

Women should prepare a resource mobilization strategy/plan in the simplest terms possible for them to understand and implement. This can be done by:

1. Prepare an Action Plan;
2. In that plan prepare a checklist of activities that will require resources;
3. Based on the checklist, prepare budget, line by line;
4. Finally start the fund raising process.

# Best Practices Contd.

The key strategies to financing and fundraising for the women wing are “Know how” and “Know where.” approaches:

- ❑ **The “Know how” approach** – here you need a budget or plan to approach any potential donor . It is thus imperative that you know how you plan to run party business and are able to communicate this knowledge in an acceptable and convincing form to your potential donor.
- ❑ **The “Know where” approach** – here you need to know several donors starting with:

# Best practices contd

- **Yourself(woman member) and other party members;**
- **Your family/relatives and close friends;**
- **Personal requests by party leaders and members;**
- **A mobilization/fund raising committee;**
- **Solicitation letters and phone calls from party sympathizers and those you think are interested in the party;**
- **Solicitation phone calls.**

# Best practices contd

- **Writing proposals for funding of projects;**
- **Internet websites;**
- **If you are raising a certain amount for a certain activity, raise part of the money before you go out to raise the balance: this is effective because you are not asking other people to do what you have not done;**
- **List all the items that your wing needs in kind and try to get them donated e.g. computers, Van etc**
- **Collect membership subscription fees;**
- **Organize events such as dinners, luncheons, marathons etc.**
- **You can raise money from renting or hiring out your asset such a car, motorcycle etc**



# Best practices for fundraising

- Research on your potential donor's background – what is their giving history and the range of funds they give;
- Develop specific and clear goals – make a break-down on how funds are to be used;
- Seek advice from CSO and experienced individuals on how they raise funds;
- **Be convincing;**
- Diversify your technique – don't rely on one method of raising funds;
- Know the law on election fund raising
- **Always say thank you no matter the amount and whether you get it or not.**

# Why people may not contribute

- **When you never ask them;**
- When you never specify the amount;
- **When you don't contribute;**
- Your approach offends them;
- When you are not convincing.

# People likely to contribute to your wing/party

- Family members and close friends;
- Party and finance committee members of your party;
- Interest groups interested in your election results;
- Your party candidates who won the last elections (E.g. MPs, Councilors, District Chairpersons etc);
- Opponents of your competitors.

# Challenges of Fund raising in Uganda

- Poor economic conditions/inflation;
- History of candidates offering inducements to voters;
- Underdeveloped infrastructure;
- Weak and absence of viable civic organizations;
- Party structures weakened by long ban on parties;
- Individuals and businesses intimidated by state machinery

# How can a political party/women's wing overcome challenges associated with fundraising?

- ❑ The wing/party should approach as many individuals and companies as possible;
- ❑ The wing/party needs to set up accounting structures and be accountable to their party members;
- ❑ **The wing/party should put in place strong finance and accountability systems which attract people to contribute. Corrupt free systems will have an edge over unclean systems.**

Women wings/leagues should always know that they form the back-bone of their political parties because **men set the tasks, but it is the women who do the actual work.**

**THANK YOU!**

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