

Unit ID: 702

Domain CIVIL SOCIETY: GENERAL MANAGEMENT

Title: Raise funds and resources for a civil society organisation

Level: 5

Credits:4

Purpose

This unit standard specifies the competencies needed to raise funds and resources for a civil society organisation. It includes creating a resource mobilisation plan, researching resource mobilisation mechanisms and sources, communicating with potential providers, submitting proposals and maintaining relationships with providers. This unit standard is intended for people working or wishing to work in civil society organisations.

Special Notes

1. Assessment evidence may be collected from a real workplace, or simulated real workplace or an appropriate simulated realistic environment in which raising funds and resources for a civil society organisation is needed.
2. Glossary of terms
 - *'Resource mobilisation'* means the raising of non-financial and financial contributions for an organisation.

Quality Assurance Requirements

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority. All approved unit standards, qualifications and national assessment arrangements are available on the Namibia Training Authority website www.nta.com.na.

Elements and Performance Criteria

Element 1: Identify resource mobilisation mechanisms and sources.

Performance Criteria

- 1.1 The organisation's strategic and operating plans are confirmed as being reviewed in order to prepare a resource mobilisation plan.

- 1.2 Knowledge about resource providing organisations is demonstrated that is appropriate for the organisation.
- 1.3 Knowledge about income generation techniques is demonstrated that is appropriate to the organisation.
- 1.4 Knowledge about resource providing individuals is demonstrated that is relevant to the organisation.

Element 2: Create a resource mobilisation plan.

Performance Criteria

- 2.1 A gap analysis is carried out to identify needs.
- 2.2 Needs are classified into financial and non-financial resource categories.
- 2.3 A resource mobilisation strategy is compiled which details funding sources and timelines.
- 2.4 Action plans are identified for sourcing funding and resources.

Element 3: Communicate with potential providers.

Range

Communication methods include but are not limited to print media (e.g. brochures and newspapers), broadcast media (e.g. television and radio). New media (e.g. cell phones and internet).

Performance Criteria

- 3.1 All possible communication methods are appraised in terms of their relative efficacy for the organisation.
- 3.2 Communication methods are used which are appropriate to the organisation to raise resources.

Element 4: Prepare and submit proposals.

Range

Preparing and submitting proposals includes but is not limited to conducting the necessary research, compiling plans and budgets and writing proposals.

Performance Criteria

- 4.1 The exact requirements of chosen resource providers are identified
- 4.2 Proposals are submitted to resource providers which meet the requirements of each different resource providing organisation.

Element 5: Maintain relationships with resource providers.

Range

Acknowledgements to resource providers for their contributions can be made by but are not limited to using their logos and mentioning them in print, broadcast and new media.

Performance Criteria

- 5.1 Monitoring and evaluation take place in accordance with providers' requirements.
- 5.2 Resource providers are directly acknowledged for their contributions in appropriate ways (e.g. progress reports, monitoring and evaluation reports, invitations to field visits and to organisational events).
- 5.3 Resource providers are indirectly acknowledged for their contributions in appropriate ways (e.g. via logos on vehicles and newsletters)

Registration Data

Subfield:	Civil Society Management
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