



Training on Financing for Disaster Risk Management

Session 4.1: Resource Mobilization Strategies for Disaster Risk Management



Session Objectives

At the end of this session, participants should be able to:

- Understand the different steps in a resource mobilization strategy and adapt them into the Tajikistan context

Outline



- Resource mobilization concept
- Steps in mobilizing resources

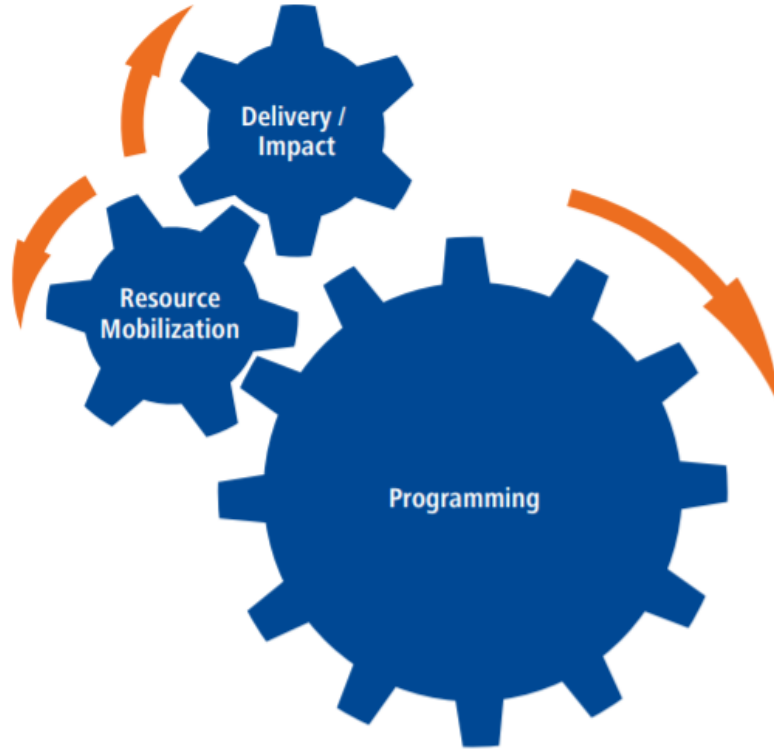
Resource mobilization



Activities undertaken by a startup or an organization to secure new and additional financial, human and material resources to advance its mission. Inherent in efforts to mobilize resources is the drive for organizational sustainability.

Resource mobilization

Resource mobilization is an integral part of program delivery



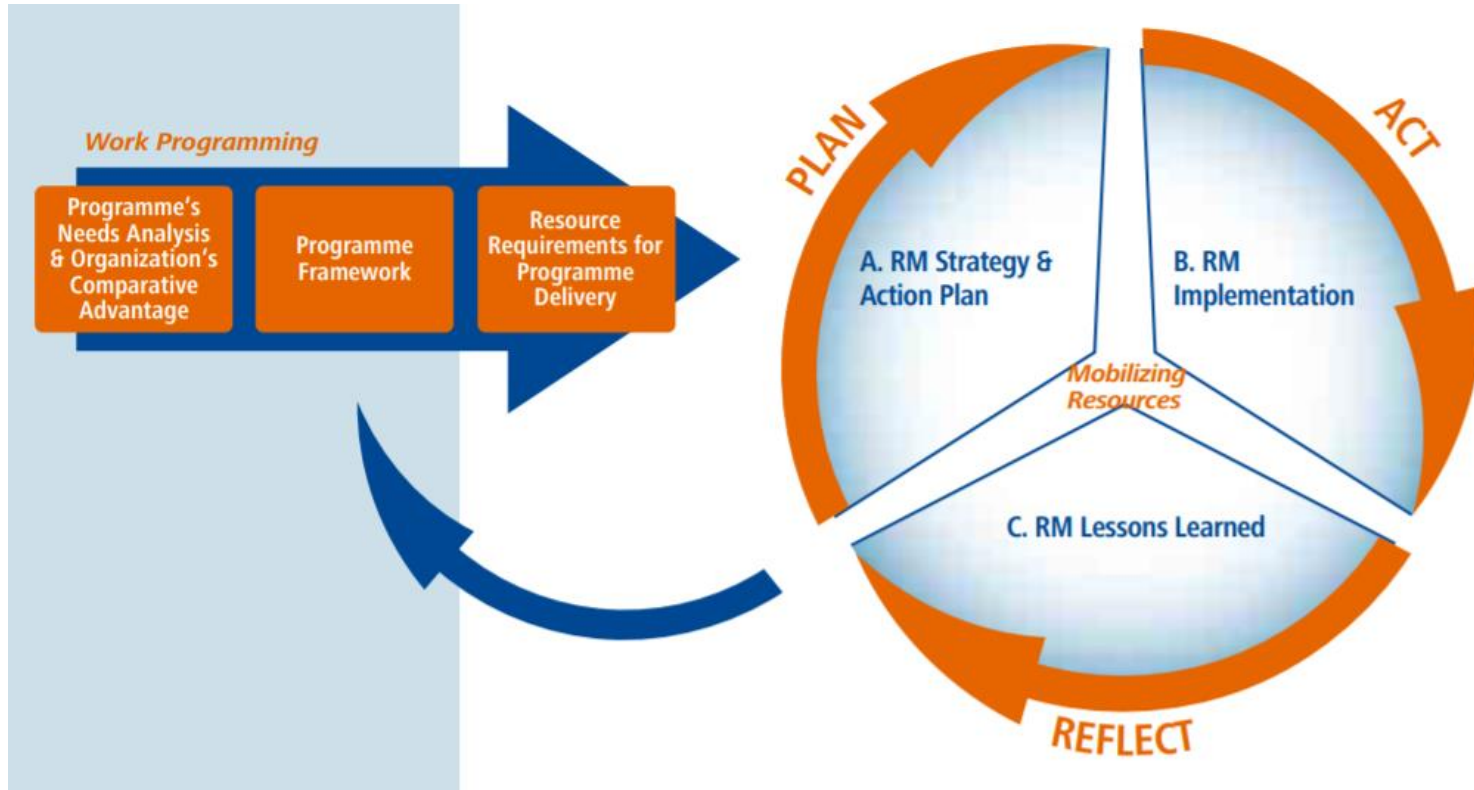
Resource mobilization



Resource mobilization

- Resources \neq Money
- Different types of resource
 - Financial resources
 - Human resources
 - Goods/services
 - Information/data resources
 - Time

Resource Mobilization Process



Advantages of a Resource Mobilization Strategy



- Focuses resource mobilization efforts on the higher-level results of organization/program framework
- A coordinated approach to potential resource partners
- Clear communication to resource partners to avoid confusion
- Works to prevent "in-house" competition for resources
- Avoids 'piece-meal' efforts
- Creates joint ownership and accountability
- Leads to planned, upfront pipeline resources
- Allocates the resources where they are most needed
- Ultimately leads to more effective program delivery broader impact

Elements of a Resource Mobilization Strategy



- A. A quick check if you are ready to start
- B. Strategic position of the organization
- C. Review the resource requirement for program
- D. Analyze the external resource environment
- E. Establish the goal and intended outcomes of the RM strategy
- F. Identify potential resource partner
- G. Develop an action plan
- H. Develop a monitoring and evaluation component
- I. Agree the final resource mobilization strategy and action plan

SWOT Analysis

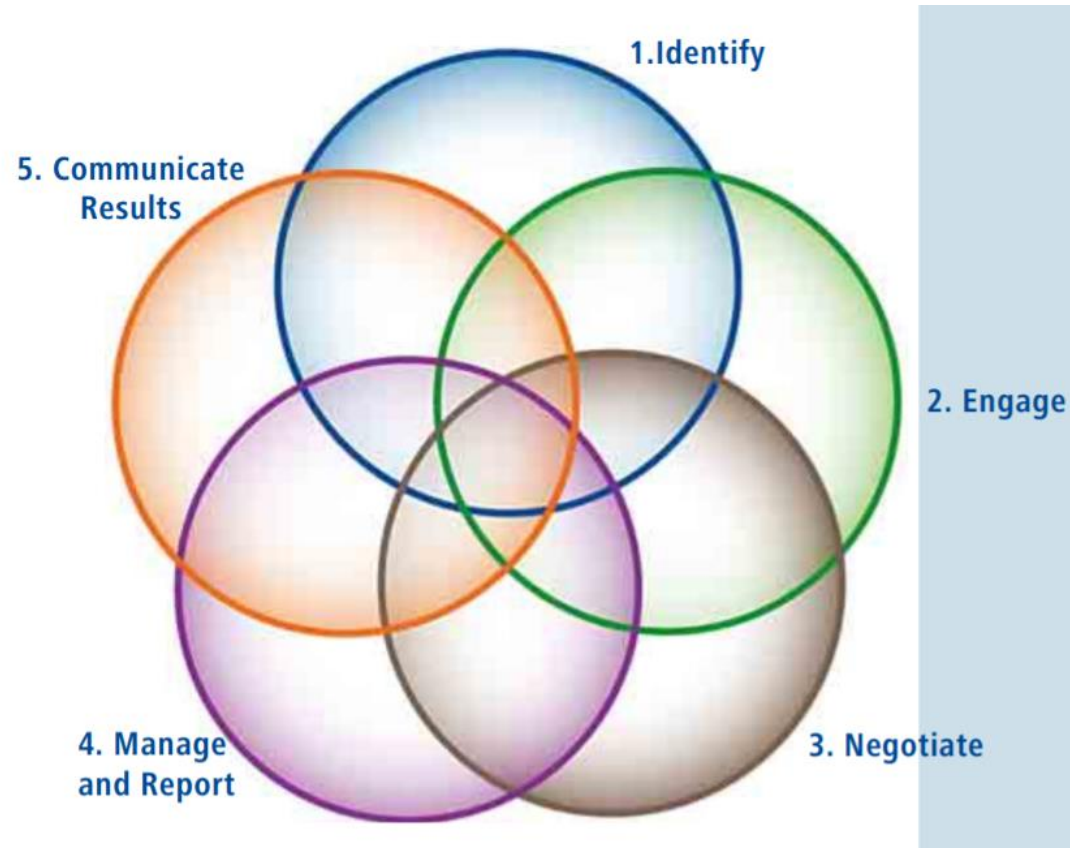
- SWOT stands for **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats
- A SWOT Analysis is a tool in the processes of knowing and shaping the identity of an organization by assisting in identifying the strengths and weaknesses of the organization, and the opportunities and threats facing it
- SWOT analysis will help to understand the programming needs and the external resource environment

Suggested Resource mobilization Strategy sections



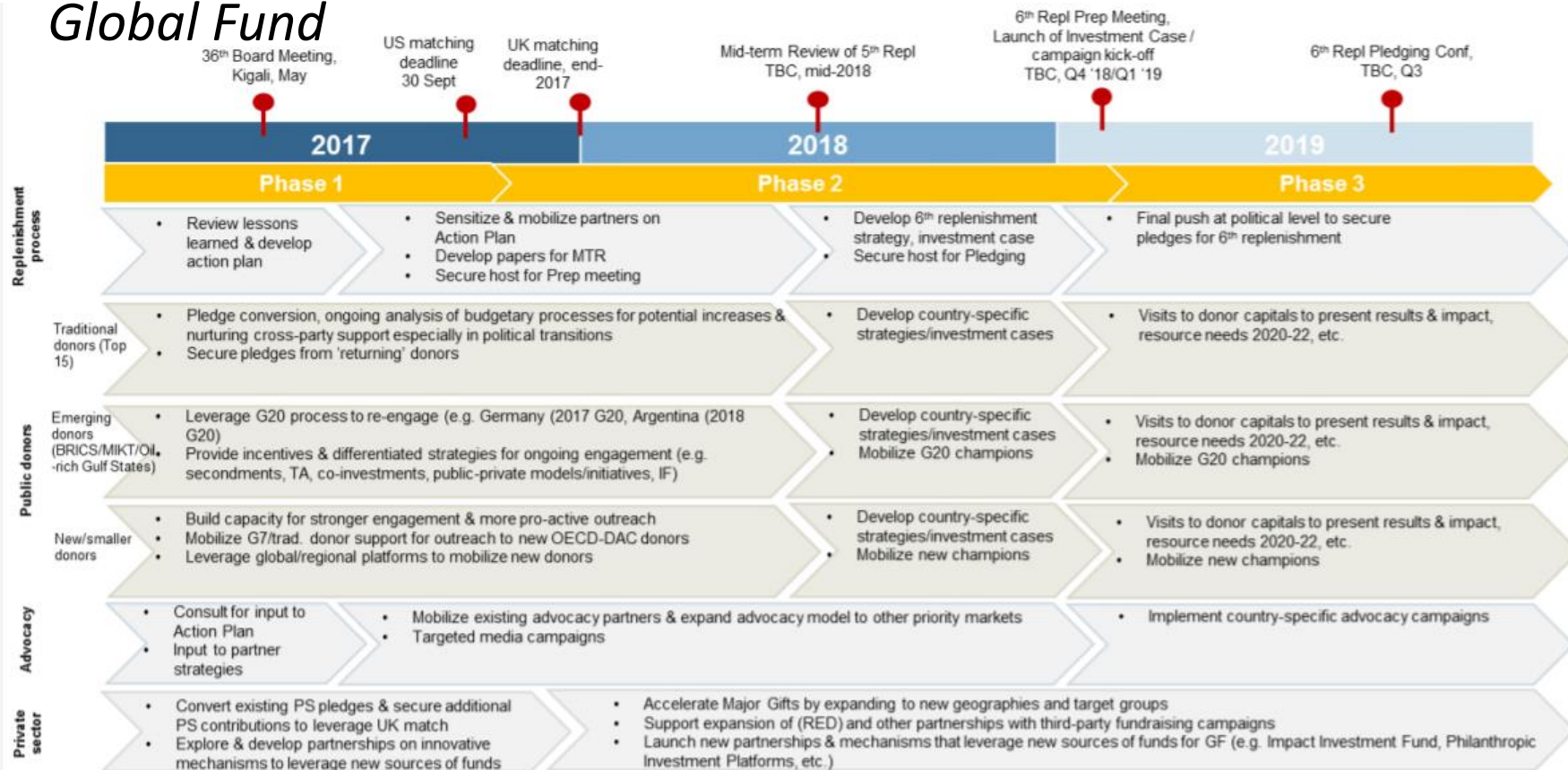
1. Executive Summary
2. The resource mobilization context
3. Goal, objectives and outputs
4. Guiding principles
5. Resource mobilization priorities and targets
6. Monitoring and evaluation

Steps in resource mobilization implementation



Example of a resource mobilization action plan

Global Fund



Example of M&E of resource mobilization strategy



United Nations Relief and Works Agency for Palestine refugees in the Near East (UNRWA)

A diversified donor base that increasingly contributes to resource needs				
Indicator (%)	2019 Baseline (2018 actual)	2019	2020	2021
Share of overall income from diversified sources - public donors (i.e. regional and emerging partners)	26	26.2	26.5	27
Share of overall income from private donors	1.2	1.5	2	2.5
Number of AdCom members	30	31	32	33

Mobilisation of strategic advocates				
Indicator	2019 Baseline (2018 actual)	2019	2020	2021
Number of countries supporting a Zakat partnership	2	4	6	8
Number of international policy fora, multilateral organisations and regional groups where the UNRWA Commissioner-General has been given a speaking slot	18	19	20	21

Strategic communication towards public and private donors				
Indicator	2019 Baseline (2018 actual)	2019	2020	2021
Number of fundraising campaigns launched	3	3	3	3
Number of views on the UNRWA YouTube channel	210,722,180	231,894,398	255,083,837	279,292,220
Number of people engaging through UNRWA social media platforms	544,645	599,106	719,013	724,911
Number of visitors to the UNRWA website	880,453	924,475	970,699	1,019,233
Number of television stations broadcasting UNRWA material during Ramadan	New	20	20	20

Group Exercise

SWOT Analysis

In your group, let's do a SWOT analysis of your organization using the following guidelines:

- Strengths are things that your organization does particularly well, or in a way that distinguishes you from other organizations/agencies
- Weaknesses are things that your organization does not so well
- Opportunities are openings or chances for something positive to happen,
- Threats include anything that can negatively affect your organization from the outside.

Strength	Weakness
Opportunity	Threat

Reference



- A guide to resource mobilization by FAO (<http://www.fao.org/3/i2699e/i2699e00.pdf>)
- The Global Fund (https://www.theglobalfund.org/media/6408/bm37_28-resourcemobilizationactionplan_update_en.pdf)
- Resource mobilization strategy 2019-2021 UNRWA (https://www.un.org/unispal/wp-content/uploads/2019/06/UNRWARMSTRAT_300419.pdf)
- A Practical Handbook on TECHNIQUES FOR RESOURCE MOBILISATION (<http://awdf.org/wp-content/uploads/AWDF-Capacity-Building-%E2%80%93-A-Practical-Handbook-on-Techniques-for-Resource-Mobilisation.pdf>)



THANK YOU

FOR YOUR ATTENTION



www.adpc.net



Asian Disaster Preparedness Center - ADPC



@ADPCnet



Asian Disaster Preparedness Center (ADPC)