



Mobilizing resource for enterprise development

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MEANING OF RESOURCES MOBILISATION

- ▶ It refers to all activities undertaken by an organization to secure new and additional financial human and financial resources to advance its mission. Inherent in efforts to mobilize resources is the drive for organizational sustainability.
- ▶ It merely means mobilizing resources which can include many different things and not just money.
- ▶ Apart from money, you can also raise support from friends, family, dealers, knowledge of employees, partners, infrastructure etc. So, in order to put all these sources of support into one kitty, including finances, we refer to them collectively as 'resource mobilization.'
- ▶ Essentially it is a process of raising different kinds of support for your organization.
- ▶ Also involves making better use of, and maximizing, existing resources.



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WHAT IS AN ENTERPRISE

- ▶ An enterprise is defined as a legal entity possessing the right to conduct business on its own, for example right to enter into contracts, own property, incur liabilities and establish bank accounts, etc. An enterprise may be a corporation, a quasi- corporation, a non-profit organization like the chamber of commerce, or an unincorporated enterprise.



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TYPES OF RESOURCES

Financial

Emotional

Moral

Intellectual

Educational

Cultural

Human

Physical

Relational



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WHY RESOURCE MOBILIZATION IS IMPORTANT

- ▶ For the organization's sustainability
- ▶ To allow for improvement and scale-up of products and services the organization currently provides
- ▶ To ensure continuation of the organization's service provision to clients
- ▶ To enable the organization generate new businesses to remain in operation



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RESOURCE MOBILIZATION AND THE CHAMBER OF COMMERCE MOVEMENT

- ▶ The chamber of commerce as a non governmental, not for profit and voluntary membership organization mobilize resources through its various activities to enhance its visibility and communication, to attract members, partners, development organizations and other stakeholders that can positively support its mission.
- ▶ Methods for engagement includes membership campaign, organizing dialogue sessions with relevant governments, agencies, embassies, parastatals, carrying out empowerment programs that can attract development organization funding, business seminars etc.



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RESOURCE MOBILIZATION AND THE CHAMBER OF COMMERCE MOVEMENT

- ▶ Distribution of fliers and brochure.
- ▶ Holding community meetings, and recruiting volunteers.
- ▶ Organizing fundraising events where you invite guests and request donations for your organization.
- ▶ Request advertisement in program brochures and calendars, sponsorship of events



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ESSENTIALS TO RESOURCE MOBILIZATION

- ▶ Plan ahead
- ▶ Be ready, willing and able to sell your organization and the programs for which you are raising money
- ▶ Resource mobilization efforts should align with your organizational mission, objectives and strategic plan
- ▶ Know and understand the needs of prospective funder
- ▶ Be prepared to provide evidence-based results.
- ▶ Establish and maintain organizational credibility and reputation.



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CONCLUSION

- ▶ We must know that organizations are not entitled to support; they must earn it by ensuring credibility, transparency and accountability.