



## Module 1

RESOURCE MOBILIZATION AND NETWORKING	
Duration:	6 hours
Learning objectives:	<ol style="list-style-type: none"> <li>1. To understand the fundamentals of fundraising and mobilizing resources</li> <li>2. To develop networking skills to enhance fundraising efforts</li> <li>3. Analyse case studies to identify best practices in fundraising and resource mobilization</li> </ol>
Sub-Modules:	<ul style="list-style-type: none"> <li>- Understanding the Concept of Resource Mobilization</li> <li>- Techniques to Access Resources</li> <li>- Networking for Resource Mobilization</li> </ul>
Resources and devices:	Resource Mobilization Process/strategy   PPT [1] Resource Mobilization and Management Assignment Answer   Fikre Fikadu Fufa - Academia.edu [2]
Assessment approach:	Presentations Role Plays Group Activities
Skills/abilities developed:	Communication Listening Stakeholder Management Design Thinking

## Submodule 1.1

### UNDERSTANDING THE CONCEPT OF RESOURCE MOBILIZATION

→ **Skills:**

1. Resource Mobilization
2. Networking

<b>UNDERSTANDING THE CONCEPT OF RESOURCE MOBILIZATION</b>
<b>Activity 1: How to Generate Resources. What to do; How to do it</b>
<b>Duration:</b> 2 hours
<b>Specific Learning Objectives</b> <ul style="list-style-type: none"><li>● Define resource mobilization and its importance in green initiatives</li><li>● Identify different types of resources for sustainability projects.</li><li>● Understand key principles of resource mobilization</li></ul>
<b>Methodology, Resources and Devices</b> <p><b>Methodology:</b> Instructor-led, Activity based learning, Questioning techniques, Presentations.</p> <p><b>Tools:</b> short videos, Case Study</p>
<b>Description of the activity and Key Concepts</b> <ol style="list-style-type: none"><li>1. Introduce/re-introduce the trainees to the concept of resource mobilization and its bearing on green mindset. (<i>Participants will be given a pre-test to ascertain their knowledge on the topic and a post test will be administered at the end of the session before the assessment quiz</i>).</li><li>2. Discuss the different types of resources mobilization for small business to thrive in our society. The different type of resources mobilization will be given to participant for a group discussion for a class presentation, other groups will critique the presentations, point out some snags that could affect it utilization and how to solve them. This will reinforce deep learning amongst the participant. All participants view and comment will be noted down on sticker notes to be pasted on the wall of the training room. Underpinning principles of the subject matter is expected to be understood and interpreted by all participant to ensure all misconceptions are addressed. Short videos will be played to further strengthen the application of the green mindset by small businesses.</li><li>3. Develop a resource mobilization actionable plan.</li></ol>
<b>Assessment</b> <ul style="list-style-type: none"><li>● <u>Objective type test</u></li></ul> <p>True or False and Multiple options quiz will be administered</p>

- Essay type test

*Brainstorming Exercise:*

- Participants list different types of resources they need for their green initiatives.
- Group discussion on challenges faced in mobilizing these resources and potential solutions.

**Skills/Abilities developed**

- Critical thinking
- Problem solving
- Teamwork and collaboration
- Resource mobilization action Plan

**Further readings, activities, materials, best practices**

1. The Green Fundraising Guide – Sarah Clifton
2. Sustainable Fundraising Strategies– Richard Holloway
3. "The Networked Nonprofit" – Beth Kanter & Allison Fine

Websites:

[www.fundsforngos.org](http://www.fundsforngos.org)

[www.globalgiving.org](http://www.globalgiving.org)

[www.nonprofitquarterly.org](http://www.nonprofitquarterly.org)

[www.greenfunding.or](http://www.greenfunding.or)



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# Resource Mobilisation and Networking

Understanding the concept of Resource Mobilisation

Duration: 2 hours





# Specific Learning Objectives

- Define Resource Mobilisation and its importance to green initiatives
- Identify different types of resources for sustainability projects
- Understand key principles of resource mobilisation



# Methodology, Resources, and Devices

Methodology

Activity Based Learning

Questioning Techniques

Presentations

Tools

Short videos

Case Study

Video recording devices

# Key Concepts & Activity Descriptions

## Content:

- **Key Concepts:** Understanding a Mobilization Plan, Project Management
- **Activities:**
  - Design a Resource Mobilization Plan
  - Group Activities and Discussions on the Concept



# Assessment

- . Objective Type Questions
- . Essay Type Questions
- . Brainstorming Session



# Skills and Abilities Developed

- Critical Thinking
- Problem Solving
- Teamwork and Collaboration





# Further Reading & Resources

1. The Green Fundraising Guide
2. Sustainable Fundraising Strategies
3. The Networked Non-Profit





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## Submodule 1.2

### TECHNIQUES TO ACCESS RESOURCES (SME's)

→ **Skills:**

1. Team Work and Collaboration
2. Design Thinking

<b>TECHNIQUES TO ACCESS RESOURCES (SME's)</b>
<b>Activity 1: Practicality of getting Capital for your business</b>
<b>Duration:</b> 2 hours
<b>Specific Learning Objectives</b> <ul style="list-style-type: none"><li>● Identify various sources of resources specific to green initiatives.</li><li>● Understand the importance of integrating sustainability into their business models.</li><li>● Apply techniques for accessing financial and non-financial resources geared toward a green economy.</li></ul>
<b>Methodology, Resources and Devices</b> <b>Methodology:</b> Instructor-led, Discussion, Groupwork, Presentation. <b>Tools:</b> Case study, Videos, Reports
<b>Description of the activity and Key Concepts</b> <ol style="list-style-type: none"><li>1. The trainer will ask the trainees to mention sources of resources for SME's that they are know to them. Sharing testimonial of their interaction with some agencies, Organs of government, investors etc.</li><li>2. Each newly formed groups will be tasked with develop a compelling business case, highlighting the importance of suitability in their business model</li><li>3. Discussion on the following techniques will be carried out with present successful examples of SMEs that have effectively accessed resources for green initiatives:<ol style="list-style-type: none"><li>(a) <i>Developing a compelling business case</i></li><li>(b) <i>Networking and community engagement</i></li><li>(c) <i>Utilization of online resources</i></li><li>(d) <i>Creating a green business plan</i></li></ol></li></ol>
<b>Assessment</b> <b>Q&amp;A and Discussion (10 minutes)</b> <ul style="list-style-type: none"><li>● Allow questions and encourage participants to share their experiences and challenges. Solution to challenges should also be proffered.</li><li>● Presentation of their plans as a group</li></ul>
<b>Skills/Abilities developed</b> <ul style="list-style-type: none"><li>● Critical thinking</li></ul>

- Problem solving
- Teamwork and collaboration
- Identify actionable strategies to be deployed in accessing needed resources.
- Design Thinking

**Further readings, activities, materials, best practices**

The Green Economy: A Beginner's Guide" by Richard B. McKenzie

The Africa Report, Nairametrics, The Nation and Blueprint.

Green Infrastructure: Nigeria, AfDB, Others Sign Agreement on Fund Mobilisation (*publication of the LEADERSHIP News paper on the BUSINESS section*)

Financing Green Initiatives: A Guide for SMEs" by the International Finance Corporation (IFC)

Websites:

Green Business Bureau



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# Resource Mobilisation and Networking

Techniques to Access Resources

Duration: 2 hours





# Specific Learning Objectives

- Identifying various sources of resources specific to green initiatives
- Understanding the importance of integrating sustainability into their business model.
- Apply techniques for accessing financial and non financial resources



# Methodology, Resources, and Devices

Methodology

Instructor Led

Discussion

Group Work

Tools

Short videos

Case Study

Reports

# Key Concepts & Activity Descriptions

## Content:

- **Key Concepts:** Business Plan Design, Pitching your business
- **Activities:**
  - Develop a compelling business case
  - Creating a green business plan and pitch before a group



# Assessment

- . Presentation to the Class
- . A Business Pitch
- . A Sample Business Plan



# Skills and Abilities Developed

- Critical Think
- Problem Solving
- Design Thinking
- Teamwork and Collaboration





# Further Reading & Resources

- . The Green Economy: A Beginners Guide by Richard B Mckenzie
- . The Africa Report, Nairametrics. The Nation and Blueprint
- . Green Infrastructure: Nigeria. AFDb
- . Financing Green Initiatives: A guide to SME”s by the International Finance Corporation

## Websites

Green Business Bureau



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## Submodule 1.3

### NETWORKING FOR RESOURCE MOBILIZATION IN GREEN THINKING

→ **Skills:**

1. Listening
2. Communication
3. Networking

<b>NETWORKING FOR RESOURCE MOBILIZATION IN GREEN THINKING</b>
<b>Activity 1: Learning to get in the right circles to raise capital</b>
<b>Duration:</b> 1 hour
<b>Specific Learning Objectives</b> <ul style="list-style-type: none"><li>● What Networking is not.</li><li>● Understand the role of networking in resource mobilization for SMEs</li><li>● Identify key stakeholders and potential partners.</li><li>● Identify key networking strategies and platforms for green businesses</li></ul>
<b>Methodology, Resources and Devices</b> Debate, Role- play, Group work, Instructor-led
<b>Description of the activity and Key Concepts</b> <ol style="list-style-type: none"><li>1. A very controversial topic will be shared for debate a group will support and the other will beg to differ on the topic “Networking is often viewed as merely transactional, focusing on short-term gains, while relationship building prioritizes long-term connections and trust. Is the emphasis on networking diminishing the value of genuine relationships in professional environments?” The objective of the debate is to establish what Networking is not.</li><li>2. The role of Networking will be identified and further discussed.</li><li>3. Participants simulate a networking event where they pitch their sustainability-focused SME’s needs to potential investors, donors, or partners.</li><li>4. Networking strategies will be shared with applicable actionable plan.</li></ol>
<b>Assessment</b> <ul style="list-style-type: none"><li>● <b>Develop a Scenarios: Placing Interested Investors and People who want</b></li></ul>

**to pitch and ask them to try to raise money.**

- **Have them play games of a Speed Dating Session**

**Skills/Abilities developed**

- Critical thinking
- Communication skills
- Listening Skills
- Networking skills

**Further readings, activities, materials, best practices**

- The Networked Nonprofit" – Beth Kanter & Allison Fine
  
- The Green Entrepreneur Handbook" – Eric Koester

Websites:

- [www.fundsforngos.org](http://www.fundsforngos.org)
- [www.globalgiving.org](http://www.globalgiving.org)
- [www.nonprofitquarterly.org](http://www.nonprofitquarterly.org)
- [www.greenfunding.org](http://www.greenfunding.org)
- [www.sustainablebusiness.com](http://www.sustainablebusiness.com)



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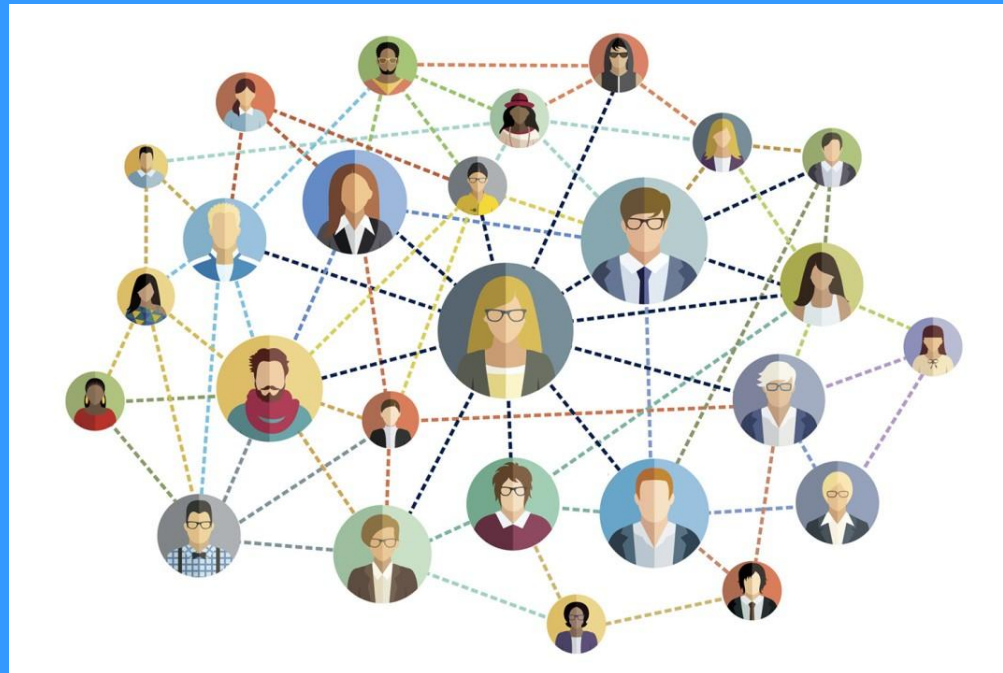
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# Resource Mobilisation and Networking

Networking for Resource Mobilization in Green Thinking

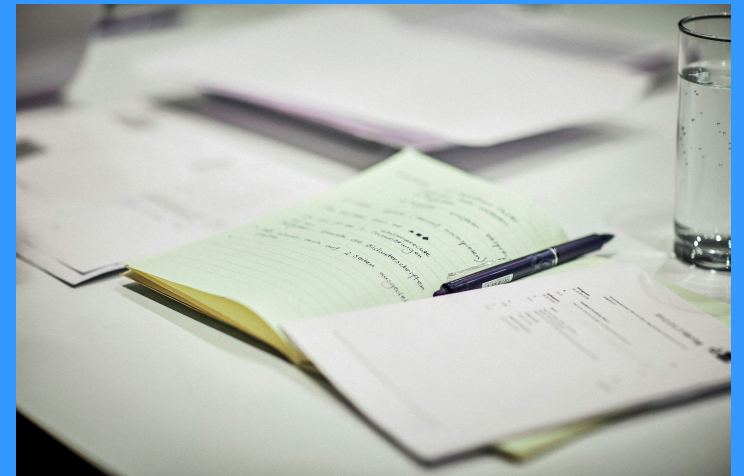
Duration: 1 hour





# Specific Learning Objectives

- What Networking is and what it is not.
- Understanding the roles of networking in resource mobilization for SMEs
- Identifying Key Stakeholders and Potential Partners
- Identify key networking strategies and platforms for Green Business





# Methodology, Resources, and Devices

Methodology

Debate

Role Play

Group Work

Tools

Short videos

Case Study





# Key Concepts & Activity Descriptions

## Content:

- **Key Concepts:** Understanding Networking, Communication,
- **Activities:**
  - Design a Role Play Section and Simulate a Networking event
  - A debate section would be created. Discussion would be created to drive home the concept using debate.

# Assessment

- Objective Type Questions
- Essay Type Questions
- Brainstorming Session



# Skills and Abilities Developed

- Critical Thinking
- Communication Skill
- Networking Skills
- Listening Skills





# Further Reading & Resources

1. The Networked Non Profit- Beth Kanter and Allison Fine
2. The Green Entrepreneur HandBook Eric Koester

## Websites

[www.fundsfomgos.org](http://www.fundsfomgos.org)

[www.globalgiving.org](http://www.globalgiving.org)



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