Resource Mobilisation Strategy for Development Organisations Course

26 – 30 July 2027
Addis Ababa

AGILE LEADERS
Training Center

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Ref: 640_223858 **Date:** 26 – 30 July 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Resource Mobilisation Strategy for Development Organisations Course is a one-week course for development leaders, partnership teams, and funding professionals who leave with an Institutional Resource Mobilisation Portfolio. Participants build a resource mobilisation strategy through resource mapping, funding diversification, donor and partner analysis, partnership development, ethical stewardship, and a measurable resource mobilisation plan. The course replaces isolated fundraising activity with coordinated decisions tied to mission, capability, and growth. Agile Leaders Training Center presents resource mobilisation as an accountable institutional discipline.

Who Should Attend

- Development functions responsible for program priorities, financing needs, and delivery continuity
- Resource mobilisation functions responsible for funding opportunities, proposals, and revenue pipelines
- Partnership functions responsible for stakeholder relationships, shared value, and collaboration models
- Leadership functions responsible for institutional growth, governance, and investment choices
- Finance and operations functions responsible for controls, budgets, evidence, and resource stewardship
- Communications functions responsible for impact narratives, partner materials, and engagement

The course assumes participants contribute to organizational planning or external engagement and leaves out regulated investment advice, legal drafting, and donor-specific application decisions.

Departments and Industries

The course supports departments and industries that finance development outcomes through diverse resources and partnerships.

- Nonprofit strategy, fundraising, and institutional development
- Public service planning and development cooperation
- Social enterprise growth and partnership management
- Education, healthcare, and community development
- Humanitarian operations and program finance

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Learning Objectives

By the end of this course, participants will be able to:

- Analyze institutional resource requirements and current capacity
- Use stakeholder evidence to segment donors and partners
- Build value propositions for priority resource markets
- Evaluate funding diversification and partnership options
- Prioritize a qualified opportunity pipeline with controls
- Apply performance measures to a resource mobilisation plan

Course Agenda

Day 1: Institutional Resource Baseline

- Mission-to-Resource Requirements Map
- Current Resource Portfolio Inventory
- Funding Gap and Dependency Diagnostic
- Organizational Readiness Assessment
- Resource Mobilisation Governance Charter

Day 2: Resource Markets and Partners

- Resource Market Scanning Framework
- Donor and Partner Segmentation Matrix
- Stakeholder Influence and Interest Map
- Partnership Fit Assessment Scorecard
- Ethical Prospect Screening Checklist

Day 3: Value Propositions and Pipelines

- Impact Evidence and Credibility File
- Partner Value Proposition Canvas
- Funding Opportunity Qualification Grid
- Proposal Pipeline Stage-Gate Board
- Relationship Engagement Journey Map

Day 4: Portfolio Strategy and Control

- Funding Diversification Portfolio Matrix
- Partnership Model Selection Framework
- Resource Allocation Decision Criteria
- Stewardship and Accountability Control Map
- Resource Mobilisation Performance Dashboard

Day 5: Strategy Practice and Integration

- Exercise: Diagnose a Funding Dependency Profile
- Exercise: Segment a Donor and Partner Landscape
- Exercise: Qualify a Development Opportunity Pipeline
- Exercise: Test a Portfolio against Governance Criteria
- Capstone Exercise: Institutional Resource Mobilisation Portfolio

Practical Exercises

The course uses suggested activities to apply resource mobilisation decisions in realistic organizational settings.

- Suggested activity: map financial, human, knowledge, and in-kind needs for a community health initiative.
- Suggested activity: compare partnership fit for an education project using stakeholder evidence and ethical criteria.
- Suggested activity: prioritize opportunities for a social enterprise through a stage-gate pipeline.
- Suggested activity: assemble a resource mobilisation strategy with owners, measures, and review points.

FAQs

Who suits resource mobilisation strategy training, and what does it assume?

It suits professionals who shape development priorities, funding, partnerships, operations, or institutional growth and assumes they can work with organizational plans, budgets, stakeholder information, and delivery evidence.

How does resource mobilisation strategy differ from fundraising training?

Resource mobilisation strategy covers financial, human, partnership, knowledge, and in-kind resources, while fundraising training usually concentrates on generating financial contributions and donor campaigns.

What belongs in a resource mobilisation plan?

A resource mobilisation plan defines requirements, priority markets, partner segments, value propositions, qualified opportunities, responsibilities, controls, measures, timelines, and review decisions.

How can development organisations reduce funding dependency?

Development organisations can assess concentration risk, retain suitable funding relationships, test additional resource markets, build partnership capabilities, and balance short-term opportunities with recurring and longer-term sources.

How should resource mobilisation performance be measured?

Resource mobilisation performance should combine pipeline quality, conversion, funding diversity, relationship health, stewardship, delivery evidence, cost, risk, and progress against approved resource requirements.

Conclusion

Participants leave with an Institutional Resource Mobilisation Portfolio containing the baseline, market map, segmentation tools, value propositions, pipeline, diversification choices, governance controls, performance dashboard, and resource mobilisation plan. The portfolio connects funding and partnership activity to institutional priorities. It enables coordinated decisions, clear ownership, and evidence-based review.