

UNIVERSITY EXAMINATIONS

THIRD YEAR FIRST SEMESTER

BA DEVELOPMENT STUDIES

BADS 305/SOCI 305: PROPOSAL WRITING AND FUNDRAISING

INSTRUCTIONS TO CANDIDATES:

Answer Question ONE and any other TWO Questions

1. a). explain the difference between a concept proposal and grant proposal. (6 Marks)
b). Discuss the factors to consider in writing a good grant proposal. (12 Marks)
c). discuss the MAIN steps followed in developing a fundraising strategy for an organization. (12 Marks)
2. “With appropriate examples, explain the main barriers faced by organizations during fundraising and show how these challenges can be mitigated. (20 Marks)
3. Discuss the relevance of community needs assessment in resource mobilization. (20 Marks)
4. Explain the steps followed in conducting a fundraising for a community project. (20 Marks)
5. Describe **SWOT** analysis and its relevance in fundraising for organizations. (20 Marks)