



**[CCB/EYECARE CARIBBEAN]**

**CARIBBEAN COUNCIL FOR THE BLIND  
&  
THE FOUNDATION FOR EYE CARE IN THE CARIBBEAN**

**PURPOSE**

**“Preventing blindness and visual impairment; while restoring sight and creating opportunities for persons whose sight cannot be restored.”**

**“INTRODUCTION TO FUNDRAISING/RESOURCE MOBILISATION”**

**TRAINING COURSE FOR  
OFFICERS/MEMBERS OF MANAGEMENT BOARDS/COMMITTEES  
OF MEMBER AGENCIES OF CCB/EYE CARE CARIBBEAN.**

## **1. AIM OF COURSE:**

To provide participants with a basic and practical orientation in the principles, skills and techniques of resource mobilization/fundraising.

## **2. COURSE OBJECTIVES:**

On completion of the Course, participants will:

- 2.1 Describe the roles and responsibilities of Management Boards/Committees.
- 2.2 Discuss why Agencies' need to mobilize resources.
- 2.3 Identify the key principles (of building donor relationships) and the skills required in resource mobilization.
- 2.4 Identify the main resource providers and mechanisms for mobilizing resources that may be utilized by their Organisation.
- 2.5 Develop/refine a fundraising/resource mobilization plan.
- 2.6 Develop a format for monitoring and auditing resource mobilisation activities.

## **3. COURSE PARTICIPANTS:**

Participants will be drawn from the Management Boards/Committees of Member Agencies of CCB/Eye Care Caribbean. Due to funding limitations, many Agencies do not have a dedicated Resource Mobiliser/Fundraiser on their staff; hence the task is left to Volunteers or to the Management Boards/Committees. As a consequence, there is need for the Management Boards/Committees to be provided with some training in order to accomplish the tasks. The Course will be delivered separately to each Board/Committee.

## **4. COURSE OUTLINE (MODULES):**

Module I: Organisation's Mission, Goals, Objectives;

- Structure and Service Profile of Organisation.

Module II: Why Agencies need to mobilise resources?

- Specific resource needs;
- General concepts of resource mobilization/fundraising.

Module III: Roles and responsibilities of Management Boards/Committees of Organisations.

- Roles and responsibilities of Organisation's Board/Committee;
- Organisation's strengths and weaknesses;
- Roles and responsibilities of Management Board/Committee in relation to fundraising/resource mobilisation.

Module IV: Principles and Skills in Fundraising/Resource Mobilisation.

- Key Principles (in building donor relationships).
- Skills needed for mobilizing resources.

Module V: Fundraising/Resource Mobilisation by Management Board/Committee.

- Specific initiatives (activities) which may be implemented by Board/Committee;
- Resource Providers

Module VI: Monitoring/Auditing Fundraising/Resource Mobilisation.

- Mechanisms which may be used to monitor/audit fundraising/resource mobilization activities;

- Developing/adapting specific mechanism for Organisation;
- Course Evaluation.

## **5. METHODOLOGY:**

The Management Boards/Committees of Member Agencies of CCB are comprised mainly of: members (many of whom are blind or visually impaired), Volunteers (some of whom are retirees) and Employees (where available). As a consequence, the sessions would be tailored to their specific needs.

The Introductory Course will be implemented over a minimum period of six two-hour sessions. These mainly informal sessions will comprise a mixture of: mini-presentations, ‘brain storming’, discussions, and case studies.

Time would be spent in looking at the resource needs of the respective Organisations and devising practical strategies for mobilising resources.

## **6. EQUIPMENT/MATERIALS:**

### 6.1 Course Materials:

- Handouts – in appropriate format - (Print/Large Print/Braille/Electronic)

### 6.2 Equipment:

- Easel/Flip Chart
- Markers, pens, pencils
- Multi-Media Projector
- Brailers/Computer - (as may be required/available).

## **7. COURSE TIMETABLE:**

### Session I:

- Establishing Course Objectives; introduction of Participants.
- Organisation’s Mission, Goal, Objectives.
- Structure and Service Profile of Organisation.
- Why Organisations need to mobilise resources.
- General concepts of resource mobilization/fundraising.

### Session II:

- Roles and Responsibilities of Management Board/Committee.
- Organisation’s strengths and weakness.
- Role and responsibilities of Board/Committee in Resource Mobilisation/Fundraising.

### Session III:

- Key principles in building donor relationships.
- Skills required for mobilising resources.

### Session IV:

- Resource Mobilisation by Management Board/Committee
- Specific initiatives for mobilising resources.

Session V: Resource Mobilisation by Management Board/Committee.

- Specific initiatives for mobilizing resources.
- Resource Providers.

Session VI:

- Monitoring/Auditing Resource Mobilisation.
- Course Evaluation.

## **8. EVALUATION:**

8.1 Resource Mobilisation Plan

8.2 Questionnaire

8.3 Monitoring/Auditing Format

8.4 Quarterly Reports (Resource Mobilisation Activities)

[End of Course Outline]

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