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*(Knowledge for development)*

**KIBABII UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**  
**2021/2022 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER EXAMINATIONS**  
**FOR THE DEGREE**  
**OF**  
**BACHELOR OF SOCIAL WORK**

**COURSE CODE:** SSW 415

**COURSE TITLE:** FUNDRAISING FOR SOCIAL PROGRAMS

**DATE:** 19<sup>TH</sup> MAY 2022

**TIME:** 2-4 PM

**INSTRUCTIONS TO CANDIDATES**

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Answer Question One and Any Other Two

TIME: 2 Hours



This Paper Consists of 2 Printed Pages. Please Turn Over.

1A). Define the following Terms as used in Fundraising and using appropriate examples, explain their significance in fundraising. (20 marks)

- a. Project Goal
- b. Project objectives
- c. Project Implementation Strategy
- d. Risk and Assumptions
- e. Activities

1B). Discuss the critical donor information you must have before embarking on the process of proposal development. (10 marks)

2. Describe the resource mobilization cycle and use appropriate examples to support your description. (20 Marks)
3. Discuss using clear and appropriate examples the principles of effective grant management (20 Marks)
4. You are the fundraising officer of your organization. Explain in detail the steps you would take in the process of proposal planning. ( 20 Marks)
5. Your proposal has finally gone through and the donor calls you for a negotiation, Discuss the guiding principles which you will observe during the course of the negotiation.( 20 marks)