

CODNET – HORIZONT3000 KICKOFF MEETING

Kickoff meeting to plan future communication and resource mobilization activities

10.09.2019 – 12.09.2019



AGENDA

DAY 1 (HALF DAY) – 10.09.2019

14:00 – 17:00

1. Welcome & Introduction
2. Agenda and Goals
3. Situation Analysis
4. Reflection and Forecast Day 2

DAY 2 (FULL DAY) – 11.09.2019

09:00– 17:00

1. Recap of Day 1
2. Situation Analysis

Lunch Break (13:00 – 14:00)

3. Needs Assessment
4. Identification of Next Steps

DAY 3 (HALF DAY, OPTIONAL) – 12.09.2019

09:00 – 13:00

If required, this morning can be used for further planning or to look into topics that were not addressed in the previous sessions.

Expectations of the Cooperation

- Proposal writing / development
- Concept notes
- RM basics – enhanced knowledge of RM
- What are alternative ways to make organization sustainable?
- How to create sustainability and funding stability
- Strengthening linkages (individually and organization level)
 - Networking
 - Information sharing
 - Within Uganda and abroad
 - Flexible Funding
- Connecting with donors abroad – planning
- Donor Mapping
- Donor Database
- Enhance communication and information sharing with other organizations – print products like flyers, leaflets, newsletter, website,...
- RM for organization itself (office, staff,...)
- Review of existing fundraising strategy
- Preparation for courtesy calls (EU calls) – dos and don'ts
- How to profit from existing resources in team

Resource Mobilization Definition (Brainstorming)

- Looking for resources
- Money
- Donations
- Assets (vehicles, printers, furniture,...)
- Capacity building
- Looking for different ways to find resources
- Different kinds of resources
 - Human resources
 - Assets
- How to move to another level
- Learn from other organizations
- More than finance / funds
- A process of looking for aid for a given cause
- Rigorous, persistent, consistent game or agenda of seeking sustainable floor of resources required by the organization

WHY is Resource Mobilization important for CODNET?

- Defines the future of CODNET Uganda
- Important for Expansion
- Sustainability of CODNET
- Good relationships with partners
- To being able to continue activities and services
- To enable continuous support for communities
- Institutional strengthening
- Achieve objectives and mission / vision and
- To achieve continuity of CODNET Uganda
- To create employment opportunities for Ugandans
- Remain relevant to the project beneficiaries
- Improve capacity in influencing pro poor policies

WHICH resources are there already?

- Human resources
- Office space
- Good facilities
- Vehicle, motorcycles
- Financial resources – running grants
- Operational / organizational policies
- Office equipment
- Relationships to local governments
- Partnerships
- TA support from Horizont3000
- Knowledge – basic ideas about resource mobilization
- License to operate
- Peaceful environment
- Membership organisations (45 – 50)
- Large areas of operation
- Volunteers
- Security in the premises

Which Resources do we wish for?

- Website
- 3-5 billion UGX turnover / year
- Institutional home
- Sustainable human resources
- Long term funding
- Strong IT
- Active RM advisor board
- Realistic sustainability plan
- Donor for core funding
- Establishing strong partnerships outside of Uganda
- Finding affiliates to stronger institutions
- Establish alternative ways of fundraising abroad
- Full time TA from Horizont3000
- Media house for organization – TV station, radio
- Recreation and Resource Centre – conference centre for events, citizen forums,...
- Organize Walkathon – Fundraiser (needs clear objective)
- Organize Fundraising Gala
- Identifying local supporters for our cause

Which resource partners are there already?

Current

- Democratic governance facility
- Open Society East Africa
- Horizont3000

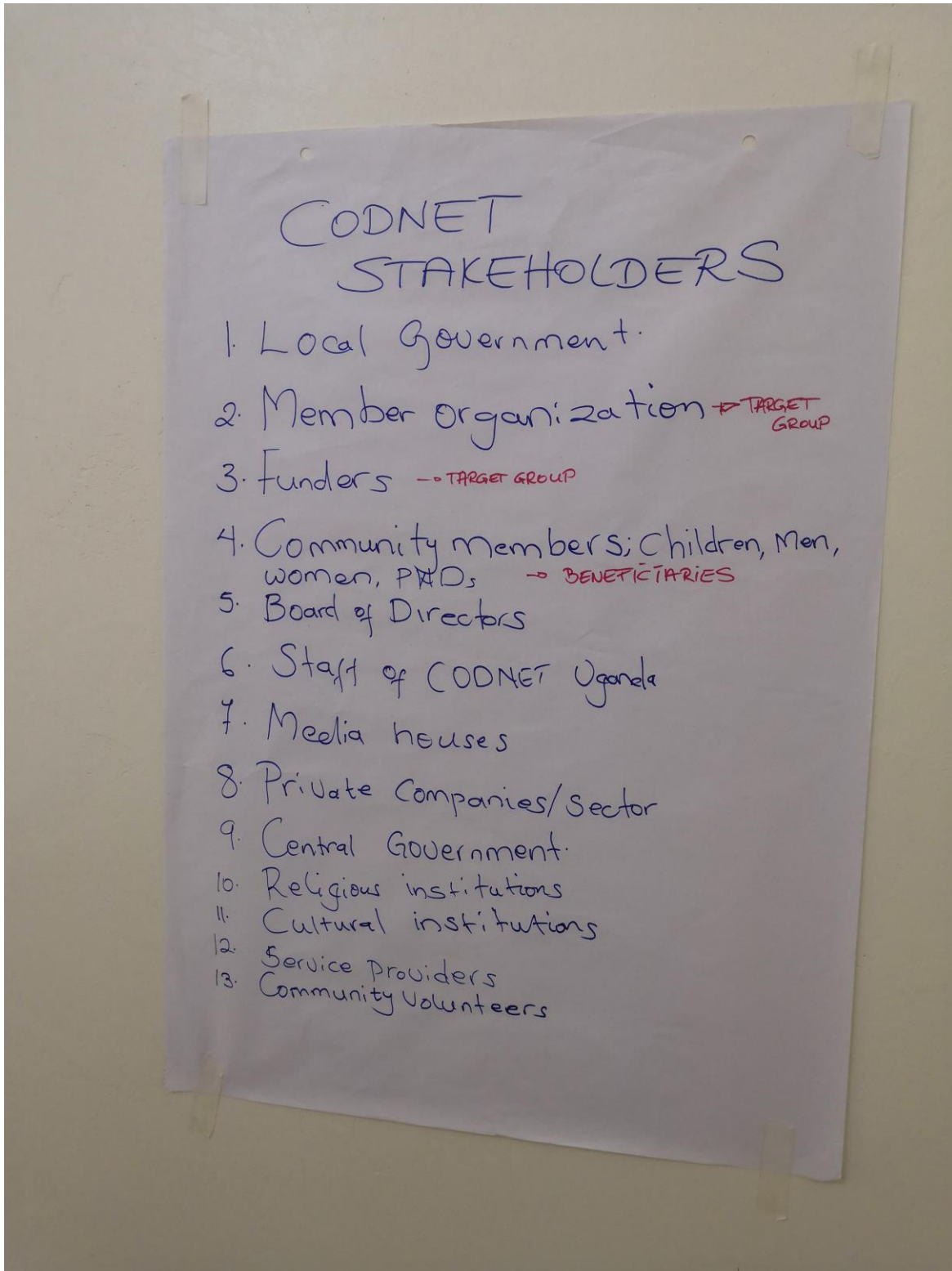
Previous

- USAID / UKAID GAPP program
- RTI / LARA USAID
- USAID SAFE
- DANIDA HUGGO
- Independent Development Fund IDF
- MS Uganda – Action Aid International
- WWF
- DRT / ODI program

Potential

- GAPP program
- European Union (upcoming meeting)
- Child Labour Program
- UNICEF
- UNESCO (West Nile)
- GIZ
- Enabal
- Diakonia
- World vision
- Plan international
- Catholic Relief Service
- DAN Church Aid
- FIN Church Aid
- ...

Stakeholders



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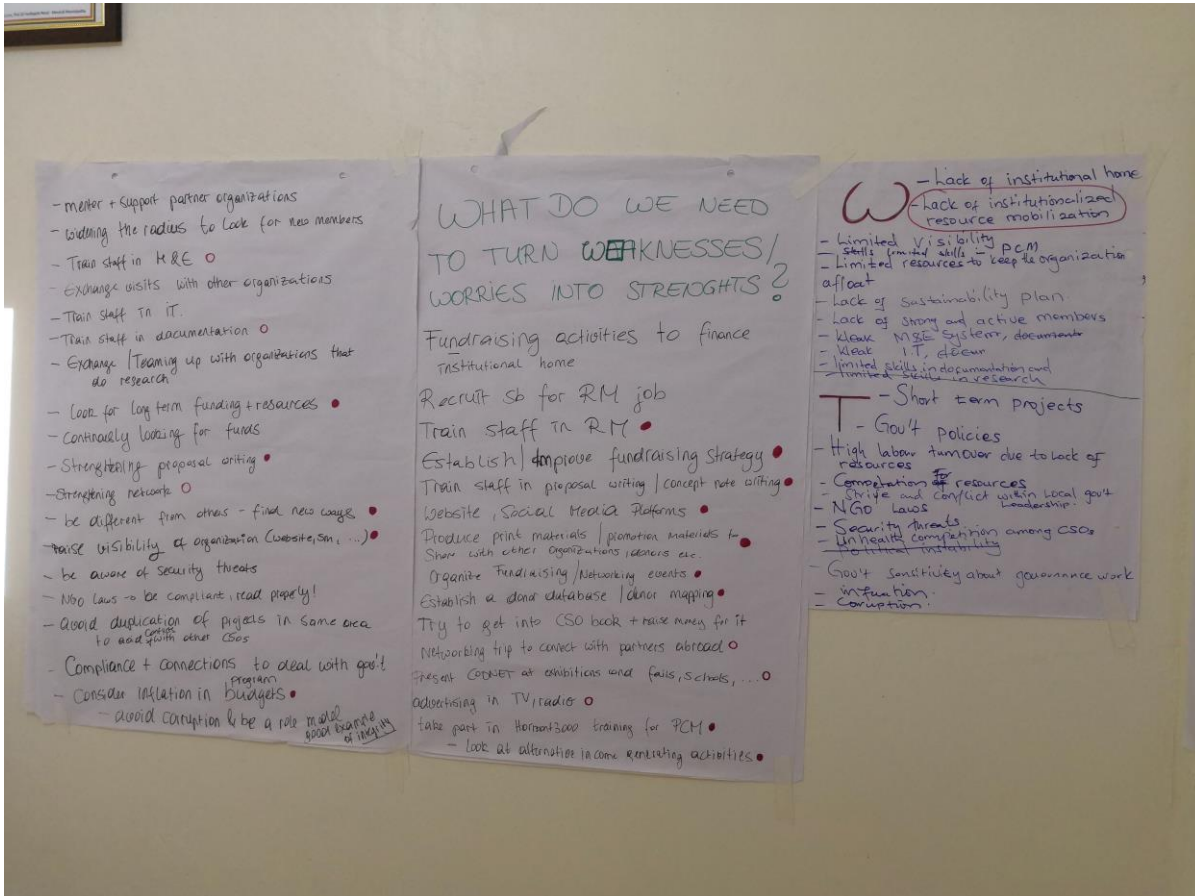
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HORIZONT3000

DEUTSCHER ZUSAMMENARBEITUNGSVERBAND FÜR EXTERNEN KÖRPERLICHEN HILFE
 AUSTRALIAN ORGANISATION FOR EXTERNAL COOPERATION
 ORGANIZACIÓN ALTERNATIVA DE COOPERACIÓN PARA EL DESARROLLO
 ORGANISATION ALTERNATIVE DE LA COOPERATION POUR LE DEVELOPPEMENT
 ORGANIZACAO ALTERNATIVA DE COOPERACAO AO DESENVOLVIMENTO

Stakeholder Mapping basic x-tics	How are they affected by the problem (vision & mission)	Interest and Possible Actions to address them	Risks, and Negative attitude	Influence and patient Potential to bring about change	Actions to take:
Local Gov't; Low funding from Central Gov't	Gaps in Service delivery eg monitoring	Fundraising to address gaps in service delivery	Medium poor health poor service delivery	Medium	lobby and advocate increase in funding
Community members; low income earners Poor livelihood less empowered	low participation competence - Civic confidence - low education level	Some of the community members are aware that changes have to happen and potential to bring about change	Low willingness to participate	Medium to High	Awareness creation.

SWOT Analysis



Activities

1. Train staff in Resource Mobilization
2. Establish and improve fundraising strategy
3. Train staff in proposal writing / concept note writing
4. Establish / improve online channels (website, social media)
5. Produce promotion materials to share with other organizations and prospective resource partners
6. Organize fundraising and networking events
7. Establish a donor database / conduct donor mapping
8. Networking trip to connect with partners abroad
9. Present CODNET at exhibitions, fairs, schools
10. Advertising the organization on TV, radio
11. Take part in Horizont3000 training for Project Cycle Management
12. Look at alternative income generating activities
13. Train staff in M&E
14. Train staff in documentation of events, fieldtrips
15. Look for long term funding resources
16. Strengthening proposal writing skills
17. Strengthening networking skills
18. Be different from others – finding new ways
19. Raise visibility of the organization (website, social media, events,...)
20. Consider inflation in program budget (part of proposal writing)

Main areas of support

- Resource Mobilization
 - Proposal writing
 - Fundraising
- Marketing and PR activities

Priorities / Key Activities

- 1) Train staff in Resource Mobilization (early December 2019)
- 2) Train staff in Proposal writing and concept note writing (January 2020)
- 3) Donor Mapping / Establish a donor database (January 2019)
- 4) Website, Social Media Content (November 2019)
- 5) Promotion materials (December 2019)
- 6) Look at alternative income generating activities (Q1 2020)
- 7) Strengthening networking skills (discuss with Edward)(January 2020)
- 8) Review of existing fundraising strategy (starting Sept 2019)
- 9) Preparation for courtesy calls (EU calls) – dos and don'ts (tbd)

Other activities

- Conduct individual action plans for staff members
- Ongoing mentoring
- Quarterly report
- Regular review of cooperation activities and progress